Department for Levelling Up,
Housing & Communities

PropTech Engagement Fund Round 2

Final Report

October 2022

Local Planning Authority/ies	Plymouth City Council (PCC), South Hams District Council (SH) and West Devon Borough Council (WD)
Date Report Submitted	2 November 2022

Regions	Plymouth and Devon
LA Rural-Urban Classification Category	Plymouth: Other Urban (3) South Hams: Rural 80 (6) West Devon: Rural 80 (6)
Project summary	The aim of the project was improve our understanding of the role and function of settlements within the Joint Local Plan area based around the facilities and services within them. The information collected is intended to inform the basis for future conversations about Neighbourhood and Strategic plan making with stakeholders across the large diverse area in the lead up to anticipated review of the Joint Local Plan (JLP) review in 2024. Work was undertaken in two simultaneous work strands for combined analysis. The first being a consultation run across the three partner local authorities for the Joint Local Plan through the Commonplace platform. The second part being simultaneous quantitative analysis using emerging GIS tools (Cadence 360) and data available through Open Government Licenses using spatial and quantitative measures to benchmark local sentiment about the places our residents live. The aim of this approach was to provide better officer intelligence at a strategic scale to inform finer grain consultation data and analysis for integrated feedback loops with residents and improved communication with other public sector stakeholders. A priority objective of the project was to test whether a digital consultation tool could improve geographic representation across the plan area and engage residents who previously had not taken part in a Joint Local Plan consultation. Participation was monitored throughout the consultation to inform targeted communications in lower represented areas. Success was measured through comparison to resident participation rates in consultations held in preparation for the Joint Local Plan up to its adoption in 2019. A supplementary but equally important objective was to trial a new digital consultation tool, including using a map based function to identify local issues and objectives across our very large and diverse geographical area.

	The majority of the funding bid was to resource the time required from officers and backfill their positions in order to deliver the project, and to secure chosen suppliers Commonplace and City Science. Suppliers provided product licenses, resourcing support, expertise and advise, product knowledge, and invited the project team to support development of their products where required to meet core project objectives.
Funding allocated	£285,000
Supplier(s) Appointed	Commonplace and City Science
Consultation Topic	Accessing local community facilities and services
Consultation Outcomes	▪ The consultation was successful in increasing resident participation in around three in every four electoral wards throughout Plymouth, South Hams and West Devon authority areas in comparison to the previous regulation 18 consultation. ▪ The majority of respondents were new to consultation on the Joint Local Plan significantly increasing our database for future engagement activity. ▪ The Commonplace platform allowed proactive monitoring of response locations at a parish and ward level providing the opportunity to use targeted engagement to the lowest represented areas towards the close of the consultation. ▪ Age profiling against Census 2021 statistics showed a skew towards age groups 55-74 and under representation of adults under 35 despite paid social media campaigns and targeted improvements to language accessibility, format usability and completion time in comparison to previous consultations. ▪ Spatial analysis indicates linkages with low representation and areas of higher deprivation in urban areas. ▪ The development of the benchmarking tool has highlighted potential exciting future directions for integrated digital planning, but it has also highlighted inconsistencies and potential improvements in data standards across the public sector for use within planning and other built environment services.
Consultation dates	Consultation was split into three operational phases which together ran from 28th July to 15th October (11 weeks).

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1.0 Project Summary and Outcomes

1.1 Project Objectives

Plymouth City, South Hams and West Devon councils ran a joint project led by the established Joint Local Plan (JLP) team. The purpose of the project was to begin the process of improving baseline data for Joint Local Plan review and help inform agenda setting for future discussions and evidence work.

The project objectives can be summarised as follows:
a) To test the usability, efficiency and uptake of a digital led campaign, My Place, My Views, when hosted through the specialist Commonplace Digital Platform.
b) Benchmark participation against most recent JLP consultation participation rates to understand opportunities and constraints for future engagement activities for the JLP.
c) To gain local intelligence to better understand resident sentiment towards the provision of community facilities and services in their local areas. d) To test results against a facilities benchmarking map tool to enable integrated analysis of quantitative (theoretical) accessibility against resident sentiment.
e) To better understand high level local trends in lasting behavioural change associated the Covid-19 pandemic in order to potentially help inform the direction of future evidence informing plan making.

Target outcomes for piloting the Commonplace Digital Platform included: ▪ Achieving better geographic representation versus previous consultations measured by parish and ward based participation rates.
▪ Understanding age demographic for consultation versus expected age profiles for each local authority area.
▪ Understanding the extent young adults would participate when trialing paid social media and changes to consultation format focusing on speed of completion and ease of use.

1.2 Baseline Consultation Comparison

Table 1.1 summarises the differences between the My Place, My Views consultation and Regulation 18 consultation used to inform the Plymouth and South West Devon Joint Local Plan consultation (2019). The Regulation 18 consultations are used throughout this report as the main comparable for participation rates. Reference is also made to Regulation 19 consultation in the report for information purposes.

Table 1.1 Baseline Consultation Comparison

Element	Regulation 18 Consultations	My Place My Views Consultation
Consultation led by	▪ Separate consultations held by each Local Authority.	▪ Single consultation held across all three authorities.
Scope	▪ Future vision and objectives. ▪ Settlement hierarchy. ▪ Development options, including draft allocations. ▪ Policy priorities	▪ Future vision. ▪ Sentiment towards provision of facilities and services. ▪ Local priorities.

Digital engagement supplier product	▪ Objective integrated digital platform.	▪ Commonplace engagement platform.
User requirements	▪ User profile required. ▪ Sign up ahead of comment.	▪ Email required for profile creation, but anonymous comments allowed. ▪ Sign up following first comment.
Engagement format	▪ Online form. ▪ Paper survey. ▪ Events. ▪ Emails accepted. ▪ Letters accepted.	▪ Online survey and comments map. ▪ Paper Survey on demand. ▪ Drop in support sessions at main towns in identified low broadband areas and high deprivation. ▪ Emails accepted. ▪ Letters accepted.
Advertising	▪ Social media promotion to existing communications network (Facebook and Twitter). ▪ Press release (Gov Delivery). ▪ Photography exhibition. ▪ Briefing packs to Parish. Councils. ▪ Briefing packs to city charities. ▪ Poster advertising on billboards. ▪ Pop up shop advertising and physical events.	▪ Social media promotion to existing communications network (Facebook and Twitter). ▪ Press release (Gov Delivery). ▪ Briefing packs to parish councils in SHWD. ▪ Briefing packs to schools in SHWD. ▪ Briefing packs to city charities. ▪ Paid social media advertising in final four weeks. ▪ High school and college bulletins. ▪ Poster advertising at selected high footfall locations in or near to identified areas of low broadband download speed.
Physical events	▪ Physical events and workshops. ▪ Plymouth community radio debates.	▪ Publicity and stalls at selected summer events. ▪ Drop in sessions at local libraries and charity events.
Data analysis	▪ Post consultation qualitative analysis.	▪ Iterative quantitative analysis using survey tags during consultation using the Commonplace dashboard functions and downloads. ▪ Post consultation qualitative analysis.

1.3 My Place, My Views Outcomes

The focus of the online survey was to take less than five minutes to complete, avoid planning jargon and technical questions and avoid explanation of the planning process; instead focusing on the feelings about place which underpin place making. A prize draw was also included to help incentivise responses. Screenshots of the website and consultation questions are included in Appendix A.

10,471 visitors clicked onto the consultation website. If every visitor was a resident, this would reflect around 2% of the estimated JLP area population[1]. Only 14% of these visitors took part in the survey. This conversion rate varied significantly by the means in which people found the way to the site, paid social media advertising was the most successful format in promoting site visits (45% of all visitors), but had the lowest participation rate per click at 1.06% (50 respondents). The combined conversion rate for others visiting the site by all other means was 25%. Further

information on conversion rates is included in Appendix D.

The digital platform allowed better segmentation analysis than was previously possible on legacy platforms. This enabled analysis and better understanding of how representative the survey group was against the estimated demographics of the Joint Local Plan area. The focus for initial analysis in this instance was based on geographic representation versus previous consultation events and age profile versus what was expected according to latest population statistics from the first release of the Census 2021.

Overall 1,474 residents took part in the consultation discounting 111 anonymous participants. This is equivalent to one participant per every 280 residents[2] living in the three partnership authorities, or the equivalent of one response for every 125 households in the three local authority areas[3].

Table 1.2 summarises the percentage change in participation rates within different geographic areas[4] in the My Place My Views consultation. It is noted that participants were only required to fill in their postcode details at Regulation 19 consultation with it otherwise being an optional choice so numbers may not reflect the overall number of residents who took part in a consultation[5].

Table 1.2 My Place My Views Resident Participation Rates Vs Baseline[6]

Comparison consultation stage	% of 116 parishes showing change in participation rates			% of 57 electoral wards showing change in participation rates.			Overall % change in participation rates at a combined Local Authority level.		
	+	=	-	+	=	-	+	=	-
My Place, My Views Vs Regulation 18	64%	25%	10%	81%	0%	19%	0.03%	0%	0%
My Place, My Views Vs Regulation 19	68%	21%	11%	95%	0%	5%	0.2%	0%	0%

My Place My Views achieved a greater participation rate whether measured per parish or ward throughout the majority of the Joint Local Plan area. However, while this indicates a better geographic dispersal of respondents than previous consultations, the overall number of participants was not significantly higher than the previous Regulation 18 consultation. The number of residents taking part was also still below one percent of the combined overall population of the three local authority areas[2]. This may be indicative of wider local and national challenges with engagement and participation in plan making. A graph showing the number of participants by ward at each consultation stage is shown in Appendix F.

Analysis of ward areas where there was a reduction in participation in comparison to previous consultations showed all areas were those that last time had proposed development allocations. These areas consistently had the significantly higher representation rates than other areas in both previous Regulation 18 and Regulation 19 consultations. This is pattern was expected because people are generally more likely to respond when incentivised by the development of a local site. Parish level data was subject to the same pattern.

Initial analysis showed a negative correlation between high deprivation and survey participation in Plymouth's electoral wards indicating the potential barriers of online led consultation with digital poverty. 11 of the 20 most underrepresented electoral wards in the Joint Local Plan Area were in Plymouth. All of which were areas with pockets of high deprivation. This suggests more intensive consultation may be required in these areas in any future hybrid consultation campaigns seeking to engage communities in these areas.

Only two wards in South Hams had comparably low participation rates to those in Plymouth, initial analysis did not show a relationship between these areas when considering online availability and deprivation. One of the wards was within the bottom five areas for broadband download speeds, but still averaged over 30mb/s download speeds[7]. Both wards are estimated to have an ageing population, however this is not a distinguishing factor from other wards with higher participation rates in the South Hams.

Six wards from West Devon were in the top 20 least represented areas in the three

authority areas. Two of which are primarily within Dartmoor National Park which is not within the jurisdiction of the Joint Local Plan. The remaining four areas show some negative correlation to deprivation. However, not significantly lower than other areas of deprivation in West Devon with higher levels of participation. This suggests potentially more nuanced reasons for lower participation rates outside the scope of initial analysis.

To monitor consultation performance throughout the consultation an indicative target of one response per 300 people in the population was set and measured at the parish, ward and local authority area level. A graph showing the number of respondents received vs target is included in Appendix F.

Following the consultation, analysis was undertaken to compare the age profile of respondents versus what could be expected with a proportionate sample based on survey participation rates. Analysis clearly shows that the age groups under 35 and over 84 were under-represented and age groups between 55 and 74 were significantly over-represented in every authority area. No baseline data was available to compare the participation rate of younger age groups to previous events to understand if there was improvement, however this will now be possible in future consultations. The overall age profile versus what was expected per Local Authority is also shown in Appendix F.

Further work would be required to understand other socio economic barriers to engagement and buy-in to consultation and planning processes. These could include the current ownership of property or land, the length of current occupation of a dwelling and the likelihood of future migration, and analysis of participation with correlation with individual domains and subdomains of deprivation.

Residents were asked at the end of the survey whether they had previously taken part in a Joint Local Plan consultation, 69% of those who responded to the question (763/1,113 residents) stated that this was the first consultation which they had taken part in. Residents were also asked how easy they found the survey to use, only 2% of those who responded to the question (18/1,136 residents) said they found it 'difficult' to use and 75% respondents saying the survey was either 'easy' or 'very easy' to use (848/1,136 residents). The remaining 18% respondents described the platform as 'alright' to use with no respondents describing it as 'very difficult'.

The accessibility of the platform and survey format was demonstrated in the fact that 99.9% of survey responses were collected using the platform while achieving an uplift in the recorded response rate to previous consultations. Previously only 14% of responses were captured using the online survey platform for Regulation 18 and 19 consultations. The lack of provision of paper surveys away from an on demand survey was a concern when preparing the consultation and a survey format was prepared, however no groups or parish councils offered paper surveys made a request. Only one comment was emailed in lieu of filling out the online survey in comparison to 54% of all comments in the previous consultations. A graph showing the number of contributions by mode for each consultation is shown in Appendix G.

A further 10 questions about the consultation and the Joint Local Plan were received by email further to survey which will help inform the questions and answers section of the website which will be published shortly. Two email complaints were also received about the subject matter of the survey.

1.4 Cadence 360 – Benchmarking Tool

City Science's benchmarking tool will help inform the future use of consultation data. Planners across the three authorities will be able to plot, display, interrogate and communicate local intelligence from consultation data against national datasets on a map using the most up to date data available during and after the consultation. The tool has been developed to enable a geographic overlay of consultation results onto area analysis feature which counts the type and number of facilities which can be accessed by foot, cycle, bus and car to set parameters. The tool is informed by open government licence datasets to enable a repeatable methodology without the requirement for a GIS specialist as an intermediary allowing planning officers to undertake real time analysis and adaptation. Screen shots of the benchmarking tool are included in Appendix H.

Suggested improvements to open government licenses have been listed within this report to potential support cross sector data sharing, increase efficiency and reduce single points of failure for strategic planning activities.

1.5 Budget Review

A comparison of our original bid to project spend is summarised in table 2.1. The costs are those associated with committed spend to date. Further costs are expected while we complete our My Place, My Views Feedback/Update Report which we expect to publish this winter in anticipation to further follow up consultation activity.

Table 2.1 Project Bid Amounts Vs Spend

	Amount Bid	Amount Spent
Project Lead and Coordination	£65,000	£60,000
Local Authority Staff Resourcing, Preparation and Analysis	£75,000	£60,000
Digital Partners	£95,000	£126,000
Engagement Delivery	£50,000	£33,000
TOTAL	£285,000	£279,000

There was a noticeable uplift in supplier costs and a reduction in requirement for officer support following the initial scoping phase in comparison to expectations in the project bid. This variance can be attributed to the following factors.

- Initial projecting scoping and workshop with our digital partner highlighted the need for two separate suppliers and associated licenses to deliver the project successfully rather than one. These were Cadence 360 from City Science and Commonplace.

- City Science were able to take a lead role in the scoping of the project and development of the benchmarking tool using Cadence 360, this meant reallocation of our anticipated GIS analysis budget away from council resources and our backfilling budget.

- Sufficient time was required for City Science to work with JLP officers to develop the benchmarking tool from Cadence 360's existing capabilities. However, the majority costs associated with the benchmarking tool are one off costs which would not be required again.

- Joint work on the benchmarking tool could not be completed before the intended workshop sessions due to issues with working with some of the open data required, meaning the consultation instead involved less intensive drop in sessions focused on the Commonplace survey in isolation reducing the cost of engagement delivery.

- The project leads were able to undertake more of the scope of the project than initially envisaged and at a lower cost rate than other identified resources within project team further reducing required budgets for backfilling staff resource.

The fees have been generally accurate and will allow future time savings in the new repeatable processes which have been set up from learning through the fund. Further cost-benefit analysis on a project by project basis is needed when considering the use of available add-ons for future consultation.

2.0 Lessons Learned

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned

Getting started: Developing the business case/gaining organisational buy– in to apply for Round 2 funding.	Prior to the fund becoming available members of the Joint Local Plan team had formulated a business case to present to the senior management team for long term digital improvements to our strategic planning services.
	
	These included a proposal for a combined round of consultation and a sustainability benchmarking to improve our baseline data in anticipation of work towards a future Joint Local Plan. This was being considered as a potential long term project due to the resourcing and cost implications of delivering all work in house.
	
	The primary project drivers for improvements were pre-established political priorities which had previously been fedback to the Joint Local Plan team through officers and councillors. These related to the lack of accessibility of existing planning consultation software and improving our understanding of the variance in how residents experience the places they live throughout the JLP area, particularly between rural and urban areas.
	
	The timescale for delivery and consultation outcomes were therefore able to be accelerated through the PropTech 2 Fund which provided funding to support engaging specialist suppliers and backfill officers' workload where required.
		▪ Projects should be grounded in existing corporate or strategic planning objectives.
		
		▪ A clear mission statement developed and agreed with senior officers is important to the development of consistent objectives for potential project delivery and funding spend.
		
		▪ An understanding of resource required for delivery should be a consideration from initial project visioning. This requires prior engagement with:
		  a) Technical officers and IT staff with most understanding of the processes and subject matter to understand the time likely required to complete core tasks.
		  b) Managers to understand the realistic availability of staff resource over the financial year including competing priorities and work streams.
		
		▪ Understanding existing priorities in terms of a business case with estimated time/cost rates means Local Authorities can be ready to mobilise quickly for funding opportunities.

Procurement: developing supplier brief and project budget	A two stage brief was prepared for our suppliers, detailing the context of our ambitions towards our future Digital Joint Local Plan. Stage 1 being an initial scoping stage for the project to work through project approach and design and stage 2 being delivery and iteration.	▪ On large projects working across departments and authorities a scoping period and workshop is useful where practicable to refine a delivery methodology, provide on boarding and context to a wider team, manage expectations, and reduce the potential for

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned

	Approach	Lessons Learned
	Our existing contract with City Science for digital support with the Joint Local Plan allowed us to involve them in the scoping for the project including exploring the possibilities for benchmarking and improving planning communication around sustainability. Cross authority meetings and workshops then allowed us to narrow the scope to two deliverables and identify the different work streams and stakeholders to achieve our mission statement and project objectives. Supplier budgets were informed by time estimates from our internal specialist officers combined with price guides for digital engagement platforms available through the Digital Market Place ("G Cloud").	scope creep at later stages of a project. ▪ Feedback from suppliers was that a clear brief was helpful when coming on board with the project to quickly understand our identified vision and target priority outcomes. It also worked to flag gaps in our proposed approach including scalability and future proofing work which are key to commercial practice, but not always a core consideration in local government. Copies of the Commonplace supplier bid brief is included in Appendix I. ▪ Suppliers can provide useful third party insight and reflection where there are competing project demands and priorities across teams or authorities, however direction should always come from the local authority in their client role. Having a dedicated project manager can be critical to steering and delivering effective project scoping period, agreeing deliverables and getting the most from supplier's specialist knowledge.
Procurement: finding and appointing a supplier(S)	City Science were already appointed to provide advice to the Joint Local Plan team on moving towards a more digital plan. This meant they could be involved throughout the scoping process. Informal discussions were held with a range of our existing and potential suppliers to provide information on a potential bidding opportunity and understand the emerging brief. Once established that a second supplier would be required to deliver the project to deadline, we ran a two stage process for potential suppliers who returned results from the procurement platform G Cloud.	▪ Holding regular discussions with a range of established and new providers was useful to explore and understand what could be offered at what price. Ensuring adequate time for early conversations allows scope to be tested and refined, and helps identify opportunities. ▪ G Cloud is a useful resource for local government to quickly understand and engage a range of specialist's suppliers in the market under a framework agreement.

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
	Using G Cloud allowed us to compare and contrast service packages and payment plans ahead of the interview process allowing us to focus on whether we felt the supplier could meet our brief.	

| Onboarding: Proptech suppliers, additional consultants, and internal teams | A series of meetings was held with the project team and planning policy officers from across the three council areas as part of the scoping stage of the project culminating in a workshop held together with suppliers. The workshop considered the end ambitions of the digital joint local plan and the role in which the part 2 fund project would play in the long term narrative. This included potential users of the benchmarking tool and stakeholders motivations and user requirements throughout the consultation stages and processes.

We ran two rounds of officer briefing sessions for officers outside of the project team whose remits and responsibilities held crossover with project outcomes. This included teams in third party organisations in Devon County Council (health, education and transport) and Dartmoor National Park as well as communications, environment, transport planning, placemaking, and infrastructure, health and education teams throughout the three bid councils. In between briefing sessions we collated frequently asked questions for group responses. Sessions were summarised as five minute bite size videos and distributed to those who could not make the calls and senior leadership teams at each council.

We ran 3 update sessions with Joint Local Plan Partnership Board to inform and update portfolio holders and regular discussions with the Senior Leadership team of progress on project direction, content and timescales and provide the opportunity for critique and to answer questions. | • Officers from other departments may have a relevant interests to the outcomes or methodology for a project but be too busy to actively engage. It is therefore important to provide as much opportunity for them to gain information and share information on risks and opportunities. We received positive feedback from officers unable to attend briefing sessions on our five minute summary PowerPoint recordings which led to important information sharing about community groups, emerging projects and potential clashes/opportunities with other consultation timelines.

• Opportunities for new technology and funding streams often raise hopes that specific departmental issues can also be addressed. Careful management of this is essential to recognise that not all problems can be solved in a single project. This was noticeable in our discussions with the transport team who recognised the potential of the tool to explore accessibility as an issue. Clear project management and ownership of the project to meet the briefs and objectives are essential to ensure a project does not expand out of control.

• When first engaging other departments and councillors it is likely they will seek to influence and add elements into project scope which may make the project or consultation event unwieldy and lesson the clarity of intended outcomes. While sometimes this may be helpful and improve the project, it is important |

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
		to always refer back to project objectives agreed at the outset of project to avoid scope creep potentially endangering deliverability or achieving original project aims.

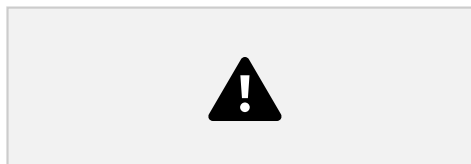| Campaign Development: developing marketing and engagement strategies. This might also include developing survey questions, platform content, or user research. | *Survey Design*

A small working group of planning and communications officers and managers was formed to discuss, design and review the survey. A first draft storyboard for the consultation was developed once Commonplace had been chosen to join the delivery team. The storyboard was developed using known features of the Commonplace platform but ahead of final confirmation of the appointment. This meant a draft survey could be discussed at the beginning of their commission and allow for iterative recommendations on improvements throughout the on boarding and design process including an initial kick off workshop.

A key considerations in developing the survey included offering two routes to completing the survey for different types of users. The first was a simple survey accessible and quick to complete for those who are less engaged in the subject matter. The second used a map for our residents who are more engaged and wanted to share comments relating to specific places and tell us their vision for that place in the next five to ten years. Images of the initial design and final website layout are included in Appendix A.

When designing the survey, the team focused on:
a) Simple questions avoiding unnecessary explanation or planning terms wherever possible.
b) Tailoring questions to provide the data insights we were looking to gain, the format for which they were received, and the method and timing of analysis stages.

It was important to us to avoid repetition to try and keep user attention. This included considering how few questions we could ask whilst maximising | ▪ A defined project team with clear roles can ensure efficient delivery with consistent themes and direction throughout survey design.

▪ Suppliers want their tools to provide good results and will provide valuable advice on how to get the most from their platform based on past precedent.

▪ Future urban planning policy is not the top of the majority of people's priority lists. It is therefore important to brief and concise about what information you wish to understand and how it will be used. This is especially the case when the subject of the consultation is not controversial or is towards the beginning of a long term engagement process where there is not an immediately clear incentive for participation.

▪ Local authority communications officers can provide invaluable advice when seeking to remove technical and unnecessary phrasing and planning terms from consultations seeking to maximise public accessibility. Early involvement of them in any campaign is helpful to align press releases, social media outreach and other campaigns with knowledge of what other issues are of interest to the community at the same time. |

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Project stage or milestone	Approach - what process was undertaken?	Lessons Learned

insight considering that data will be mapped and seeking to minimise administration and review times. To achieve this it was important to have a mixture of sentiment and pre written comment options to enable the generation of infographics, update statements and graphs quickly. This approach also enables us to tie sentiment and opinions to geographic locations without officer review and moderation. For instance, from the first two questions of the survey we could learn that someone did not feel like they could travel to facilities they need from where they live because the bus service was inadequate, but that they felt safe to walk and cycle whenever they wanted to and that there are good quality parks in their area. We could then use their postcode to tie these factors to a street in the Local Plan Area for cross comparison with other respondents in that street, parish or ward. Graphics were developed in house by graphics officers to align with the colour sets and themes of the Joint Local Plan. *Consultation Phasing* We defined a high level engagement and marketing strategy informed with the timing of the engagement project in the summer. It was decided that a 12 week period would be most suitable for the following reasons: 1. The consultation would fall on the summer holidays when some of our resident population would be away, especially in areas with tourist focused economies and student areas of the city. 2. The nature of the consultation was to gauge high level sentiment and thoughts towards places as the start of the conversation and feedback loop up to plan review. There was therefore less likely to be the same emotive incentive to take part in consultations as when considering the allocation of land for future development. It was therefore envisaged that responses were likely to come in small amounts over a longer duration as awareness increases. The 12 week period consultation period was split up into three phases	• It is important to acknowledge individuals will have a different set of baseline knowledge of the subject matter and planning practice. Some users may just want to start and finish as soon as possible based on multiple choices and polls where others may want to explain their views in detail at every opportunity and be resistant to too much structure which can be perceived as leading or inherently bias. Different routes for consultation completion for different types of user should be designed into a consultation. • High amounts of free text boxes should be limited in number wherever possible. Where required these should include initial subject choices to assist consultation analysis and reduce potential delays in manual summarising and subject coding. • In person consultation is time intensive. It is important to remember that officer resource has the highest associated monetary cost as well as opportunity cost to council services therefore where possible events should be targeted to where they can have most positive impact. • When considering an online led consultation it is important to think about those who may not be able to access the engagement platform and provide viable alternatives to access information and take part. • OFCOM Connected Nations reporting provides open data on internet download speeds and phone data availability by postcode which can be a helpful starting point for understanding priority areas for hybrid

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Project stage or milestone	Approach - what process was undertaken?	Lessons Learned

which are reported in Appendix D. These consisted of:

- Stage one (launch) – Local Authority social media push, Gov Delivery email bulletins, press release, councillor and parish briefing bulletins (14 days).
- Stage two (summer holidays) – publicity and events attendance (41 days).
- Stage three (final push)– paid social media, physical advertising campaign, drop in sessions and local authority "Don't miss out on the conversation" social media campaign (17 days),

A pack was prepared by planners and graphics officers within the Project Team with all text and images which were intended for use and external communications which would need to be issued at the launch of the consultation. This pack was initially reviewed by the JLP manager before review by the communications team of each council and finally the JLP portfolio holders. The communications team were briefed in advance to discuss potential avenues for social media outreach to village and community groups throughout South Hams and West Devon.

OFCOM Connected Nations broadband download speed data was reviewed alongside age demographic data to understand which areas of the Joint Local Plan area were least likely to be able to take part digitally. Events attendance was then prioritised in these areas or at the nearest possible locations in phases two and three of the consultation to provide the opportunity to capture views from residents.

97% of households in Plymouth have access to superfast broadband[8] and no areas were recorded as having download speeds below 10mb/s. Therefore events were prioritised in the most deprived wards in the city as well as the university. Charity networks were provided briefing packs on the aims of the consultation and how they could take part.

consultation alongside other resources[9].

- Other teams and officers within council services outside of planning may provide knowledge to increase digital outreach to different socio economic groups and highlight cross promotional activities. This is particularly the case with communities' teams that work directly with a range of different organisations and local people.

- The demographics for user testing an engagement exercise should match the characteristics of the expected survey group. Depending on time availability, customer service teams and councillors can provide valuable feedback on usability and constraints.

- Engagement platform functions can be used for gathering user testing feedback as an integrated process.

- If intending to use third part data within your consultation, data managers from those organisations should be consulted at the earliest opportunity, otherwise accessing data and troubleshooting may cause programme delay.

- Open Government Licence provides access to huge amount of data. OS and NHS data in particular provides an opportunity to greatly improve the spatial tools in which strategic planners use to analyse and

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[8] OFCOM Connected Nations (2021)

[9] For example, Digital Positive Alliance, found at https://digitalpovertyalliance.org/dpa-demand-and-support-map/.

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Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
	Local libraries were chosen as an appropriate venue for drop in sessions throughout the Joint Local Plan area, being the locations which residents who do not have access to computers often seek access to internet services. Travelling libraries also offered an opportunity for campaign publicity through a poster and business card campaign. Physical advertising and poster campaigns were also run at bus shelters , libraries and gyms throughout South Hams and West Devon during phase three of the project to accompany paid social media advertising through Meta platforms and a "Don't miss out on the conversation" campaign through local authority social media accounts. In anticipation of the campaign we costed and paid for the preparation of branded materials for distribution and publicity, this included business card design and print, paper survey design and print on demand, roll out banner printing, poster printing at A4 and A3 and events t shirts. Promotional materials were produced so that all elements were either reusable for future campaigns or recyclable if project specific. *User Testing and Councillor Briefings* We undertook user testing of our consultation with customer service teams at the council and Councillors so we could understand issues with legibility and usability of the platform. This was done through a questions tile on the platform asking people for feedback on the overall style, length of the survey and clarity of the questions and explanations included on the web site. A session was held for all Councillors in South Hams and West Devon and JLP portfolio holders ahead of project launch to encourage their participation and support. *Benchmarking Tool Data*	share data with stakeholders. These organisations are working on their own data initiatives, however the conventions being developed are not currently consistent and therefore not ready for immediate use without a level of review and consolidation. ▪ Currently NHS data does not use unique property reference numbers (UPRN) to define facility locations making the process of plotting facilities more time consuming and less efficient to repeat. The categorisation of data also requires some review before use. This is due to the current methodology used to define facility roles being different from simpler definitions used for strategic planning. ▪ OS address base use class data categorisations are currently inconsistent and require officer review and confirmation before being trialled in planning tools.

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
	City Science demonstrated the Benchmarking tool using open street map data, however the intention for the project was that all sources would be through datasets available through Open Government License. Meetings were held with Ordinance Survey and the NHS (Support unit and NHS digital) to discuss the best datasets to extract and use within the tool and potential for API linkages. Relevant datasets including OS Address Base Premium, OS Greenspace and NHS Digital GPs and Pharmacies were then reviewed by City Science and council planning officers for pilot use.	
Campaign launch and management: working with suppliers to 'go live', attending in person / hybrid events, troubleshooting tech issues	On appointment, Commonplace agreed a sign off schedule for privacy checks and quality assurance. This included a minimum three day lead in before launch. This date was put into our work schedule alongside design, user testing and internal sign off procedures. The platform was simple for officers to use once the consultation was launched and Commonplace offered regular customer support sessions for the team. Issues the project team encountered using the engagement platform during the project were as follows: ▪ Officers could not access the demographic segmentation data which we had designed into the survey undermining the analysis methodology, Commonplace resolved this issue once made aware with the relevant officers required to sign a further privacy statement notice. ▪ A single comment appeared from another local authority's consultation on our comments map. This could not be resolved in a satisfactory manner. ▪ All dashboard analysis was at the full consultation level requiring our data scientist to code a solution for automatically attributing comments to Local Authority, Ward and Parishes for more relevant level analysis during and after the consultation. This opportunity has been fed back to the supplier and it is understood a solution is being considered for product development.	▪ Agree key dates for draft review, user testing and final sign off with your supplier as early as possible. ▪ Ensure you have a structure and time in place to review platform performance and report trouble shooting issues during the consultation. ▪ Residents do not think at a local authority level, so early on, consider how analysis and messaging can be effectively disaggregated and fed back at a meaningful level for them and where they live. ▪ Charities provide an extended network for public outreach, however each charity has its own remit and objectives which may not be compatible with the subject matter. Feedback received from charities was that engagement would be best in person where relevant. In future, careful consideration of the need for prioritisation of these groups may need to take place dependent on project objectives and resource. ▪ ONS ward and parish data allow potential mechanisms for monitoring local participation within

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
	• The comment map function did not operate in survey mode when visiting drop in events. It is understood that this is being resolved as part of ongoing product development. Further opportunities for improvements to the user interface and in built analysis functions where fed back to the supplier. When at events and drop in sessions, some officers were equipped with an I Pad to undertake surveys. The survey worked in all locations using mobile data although lag was experienced in one location, this was due to phone data rather than the platform. In this instance the surveyor used a paper survey with the resident and manually input the results on return from the session. A low amount of surveys took place at events, with the majority of those engaged instead taking away the survey business cards following discussions. Attendance to large community events was generally only helpful for raising profile with other community groups including parish/town councils, charity organisations and general publicity rather than generating direct participation in the survey. During the event a target of one resident participating for every 300 people per population was set for the purposing of monitoring areas which were more or less engaged to date. This data was then used for prioritising communications to boost outreach in phase 3 of the consultation and for reporting to councillors and managers alongside maps showing participation plotted by post code to date.	strategic level consultations where post code data is being collected. Such analysis during a consultation can support prioritisation of resources use in the latter use of a consultation. • Reviewing feedback and participation throughout the consultation allows for the communication strategy to be refined with targeted approaches to specific groups in certain areas. It is useful to ensure resources are available to do this at various stages within the consultation period, because this can boost and focus attention of areas that are underrepresented.
Campaign wrap up: Closing campaigns, running analysis, agreeing next steps	All next steps and actions were agreed prior to the end of the consultation. Campaigns were all pre scheduled for close on the 15th October. A full data download of all consultation data download was scheduled for the day following the close of consultation.	• Traditional consultation reporting using PDF documents is often not accessible for most reading audiences. • The reporting of trends should be captured within the context of how proportionate the sample group are to

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Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
	Our data scientist previously prepared the code using R to disaggregate quantitative results to parish, ward and LSOA level for use in analysis and reporting as such analysis was being undertaken throughout the consultation. Meetings were then held with the project team to discuss the best ways of reporting the information with work beginning on interactive mapping using GitHub together with a static project summary. Initial pilot analysis using the benchmarking tool and initial sentiment overlays has also begun with images in Appendix H. Each question on the survey will allow a separate set of spatial analysis against accessibility thresholds to support future evidence work. These datasets will then be able to be contrasted and compared in future consultations and different metrics. Officer review and coding of qualitative comments is now being undertaken using excel with comments linked to geographic areas. A question and answer tile is currently being produced based on recurring questions sent to the local authority during the consultation window. Following review, a final briefing session will be held with officers with a five minute bite size video distributed. A report will be presented to the JLP Partnership Board and a briefing will be made available to all councillors. A debrief will be held with suppliers to reflect on lessons learnt and areas for improvement.	avoid over generalisation over the views of a population. ▪ Clear next steps should be set out on the consultation website to inform participants what is being done with the information they have provided and when they can expect to hear more. ▪ Care should be taken when depending on graphs in consultation reporting which are not machine readable. ▪ Wherever possible, working with a digital scientist or GIS officers at an early stage in the process allows discussion about the most appropriate ways collect data to code and map for best presentation results.
Feedback loops: e.g. developing opportunities for ongoing feedback from the	My Place, My Views was designed to be the first part of a consistent campaign in the build up to potential review of the Joint Local Plan in 2024. It was therefore designed to focus on broader talking points which could be referred back to in future consultations and Regulation 18 consultations if required. It also has allowed us a far greater understanding of those communities which are and are not already engaged with plan making in the Joint Local Plan area to help inform	▪ The majority of participants may only take part once in a consultation, therefore consideration should be given to which tile website visitors will see first as a priority. ▪ If updates are intended to be provided to residents during the live consultation, this should be

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
community, following up with	future targeted work in future	

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Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
people who responded to the consultation, sharing consultation insights with key stakeholders	consultations. Meeting and working with cross authority partners including those from parish councils and the charity sector has enabled early relationship building ahead of future more in depth work and publicity for the Joint Local Plan. In addition, relationships have been built internally with key teams not often associated with traditional planning tasks. This has increased the awareness of planners as interesting in placemaking in its broadest form, which will deliver considerably improved communications channels going forward. 69% of people who took part of the consultation had previously never taken part in a JLP consultation and 1,254 residents subscribed to news updates following on from the consultation building on established mailing list for the Joint Local Plan across the three authority areas. Throughout the consultation a number of insights were used for project updates and the 'don't miss out on the conversation' campaign to seek to engage people who had left comments using the quick survey to leave more comments on the comment map. A mop up session with key members of the team will be held to explore the process, examine improvements and lessons and disseminate learning.	consideration within the design of the survey. In our consultation the opening two questions were designed to enable potential live feedback by broad subject areas. ▪ A clear timeline to feedback on the results is essential to continue the conversation approach. This analysis and reporting requires considerable resourcing and must be factored into any engagement process.

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3.0 Community Feedback

Screenshots and a link to the consultation web page are included in Appendix A.

The focus of the design of survey questions was to be simple, quick and objective with a high amount of variation in method of response to maintain user interest. Survey question wording aimed to avoid inherent bias through language or survey structure (for more details see lessons learned).

Our supplier and members of the project team were eager to have a questions focused on future change, however there was a known scope risk to this element as the Joint Local Plan is a strategic level document, is in its early stages towards review, and most change residents would like to see would be immediate and likely be outside of the scope of planning services and existing committed Section 106 and Community Infrastructure Levy spend. It was therefore decided that this question should explicitly make it clear the focus is on the future vision for a place in five to ten years.

The quick survey tile has provided an insight into how residents feel about the areas they live and their ability to access the services and facilities they need. The majority of residents were positive about the areas they live, however there is variance by ward areas (see Appendix F) and noticeable lower level of participation in the deprived parts of more urban areas. Initial review to date, including use of the benchmarking tool, appears to shows little high correlation between resident perception of the accessibility of services and an objective quantitative analysis of the number of available facilities which are accessible in a given area. The benchmarking tool will allow us to undertake finer grain analysis to examine patterns at the street and neighbourhood level which was not previously possible.

The majority of comments reviewed to date on our comments map relate to pedestrian safety, protecting and improving open spaces and road capacity. These topics were expected and provide some useful local level intelligence for future consultation work.

Further analysis is being currently undertaken to identify and test local level trends, these include:
- Pedestrian safety by ward/parish/LSOA
- Comfort to cycle by ward/parish/LSOA
- Travel to work by ward/parish/LSOA (baseline pre census)
- Online service take up by ward/parish/LSOA
- Most quoted facility need by ward/parish vs facility benchmark (15/20 minute neighbourhood)

The outcomes of analysis will help inform the direction of future consultation and evidence work for scoping Joint Local Plan Review in 2024.

Feedback on the survey as captured by questions on the platform and at survey events has been positive with 75% of participants who answered the question stating that the survey was either 'easy' or 'very easy' to use.

A breakdown of participants including participants per phase is including in Appendix D.

4.0 Conclusions and Policy Reflections

"The Proptech 2 Fund has enabled us to accelerate our ambitious work programme to deliver more innovative and legible planning policy services. Piloting a digital engagement platform has allowed us to quickly realise some of our goals for a digital Joint Local Plan. This work will profoundly shape the way we consult our communities in the future."

Paul Barnard, Service Director Strategic Planning and Infrastructure
Plymouth City Council

4.1 Reflections on Proptech supplier products

Overall all three partner authorities are really pleased with the outcomes of this pilot project and the long term potential it has highlighted for digital tools. It has improved the accessibility and usability of an online platform considerably compared to what was used previously. It allows us to flag community groups, geographical areas and age groups which we are failing to reach. Using the Commonplace platform has shown improvement in performance is possible versus previous consultation methods with a less intensive in person campaign..

Through the Joint Local Plan we are committed to embrace and embed a digital approach to consultation in all our engagement activities going forward as a primary approach, which is supplemented by targeted in person events. To achieve this we would like to adopt Commonplace as our full time engagement platform for the JLP, but a cost benefit analysis will need to be undertaken including our legacy supplier to understand viable options.

The pilot of Cadence 360 for benchmarking has highlighted the potential for its use as an integrated and flexible tool for a more complex understanding of the way our residents can access facilities and services. As an accessible mapping and communications tool which can be used without GIS expertise, it will make sharing information with our residents and stakeholders more efficient and simpler. We intend to continue to use this tool to help inform our policy response to rural areas as well as inform discussions with neighbourhood planning groups, parish councils and other stakeholders. It will assist with exploring sustainable locations for growth and opportunities for new development and infrastructure, including negotiations on strategic provision and providing evidence to support funding applications.

Combining the Commonplace platform with the City Science Cadence 360 mapping has enabled us to work closely with SME suppliers in this new and exciting field. It has helped us make an important step towards what the future of consultation and plan making will look like by enabling us to use and co-develop digital tools fit for modern practice. Fundamentally it has allowed us to quickly understand far more about how our residents experience the plan area in their

everyday lives and we are excited about continuing to use and develop these tools and embed them into more aspects of plan making and decision taking going forward.

4.2 Areas for project improvement

If we were to undertake this project again, there would be several target areas for improvement building from the knowledge gained from the Proptech Round 2 project:

- Better consolidation of officer knowledge of community groups and contacts across departments and across the three council areas including further consideration of how to engage with more deprived communities.
- More comprehensive briefing packs for parish councils and ward members. ▪ Clearer setting of expectations for community groups that this was about individual views not collective responses.
- Work with supplier to frontload disaggregation of data to appropriate geographical scales before data download and explore different data export format options to reduce future reliance on our data scientist.
- Potential for more local specific variety in live consultation participation rate targets accounting for considerations such as urban density.
- Feedback and work with third party public sector data managers to improve the usability of data for planning purposes.

4.3 Recommended stakeholders to be involved in transition to digital planning

Based on our experiences we suggest the following key stakeholders should be involved in longer term transition to digital planning aside from Local Planning Authorities and County Councils. To do so would require support from central government guidance.

- Ordinance Survey and the NHS - There is the opportunity to create systems which provide Local Authorities and their communities' better and more up to date information about the functionality of their areas using existing regularly updated data sets. However to achieve this, amendments need to be made to existing data schemas to make them suitable for use for strategic planning. To deliver this in a consistent manner support is required from central government departments.

- Continued work to provide parish and ward level population estimates to support consistent locally based consultation analysis and monitoring.

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- Neighbourhood Planning Groups - We are proud to now have over 20 made neighbourhood plan within our Joint Local Plan area. Each of whom have undertaken public consultation and examination. As these groups consider reviewing their plans, there is clear risk of consultation fatigue where local authorities and plan groups both attempt to consult residents on overlapping subject matters, but different objectives.

  We will always try to work closer together locally, however policy for the making of neighbourhood plans and local plans does not provide a clear enough framework for partnership working for shared evidence, including minimum data standards. This could potentially include using the same tools and data standards (shared platforms and schema templates) for easy data sharing and communication between Neighbourhood Plan Groups and local authorities.

- Local businesses and educational establishments - There is an opportunity to involve more local digital companies, and universities/colleges that are working in the digital field to establish best practice.

4.4 Further support for Local Planning Authorities

We recommended the following areas which would provide support for councils exploring the use of digital tools:

- Updates on emerging data standards to avoid delays or abortive work.

- Dissemination of lessons learned by projects to allow shared learning and avoid abortive public spending by local authorities.

- Joined up guidance on consultation for Local Plans and Neighbourhood Planning.

- Recognition that digital consultation can only go so far in increasing participation and positive sentiment towards new development.

5.0 Appendices

Appendix A – My Place, My Views survey

The consultation can be accessed by clicking on the following link: My Place, My Views.

Landing page images
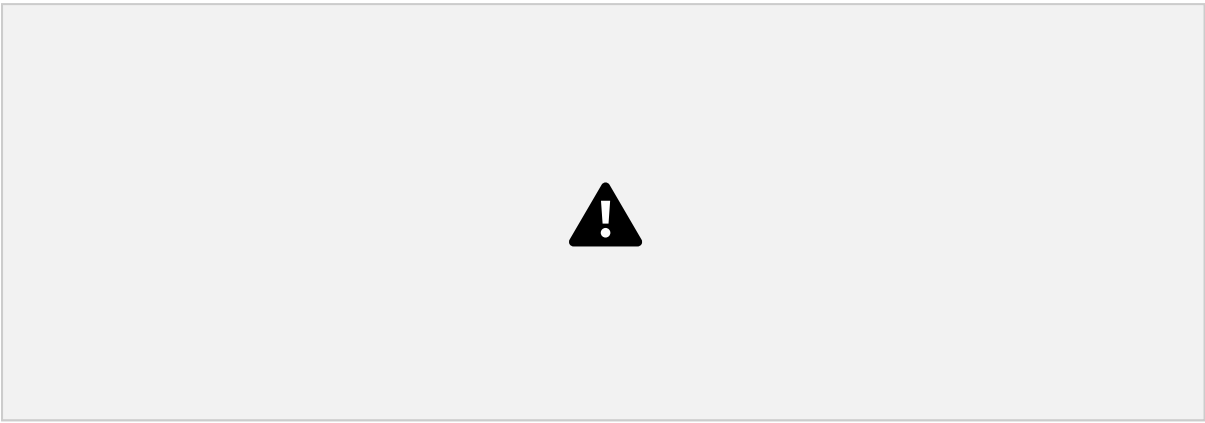
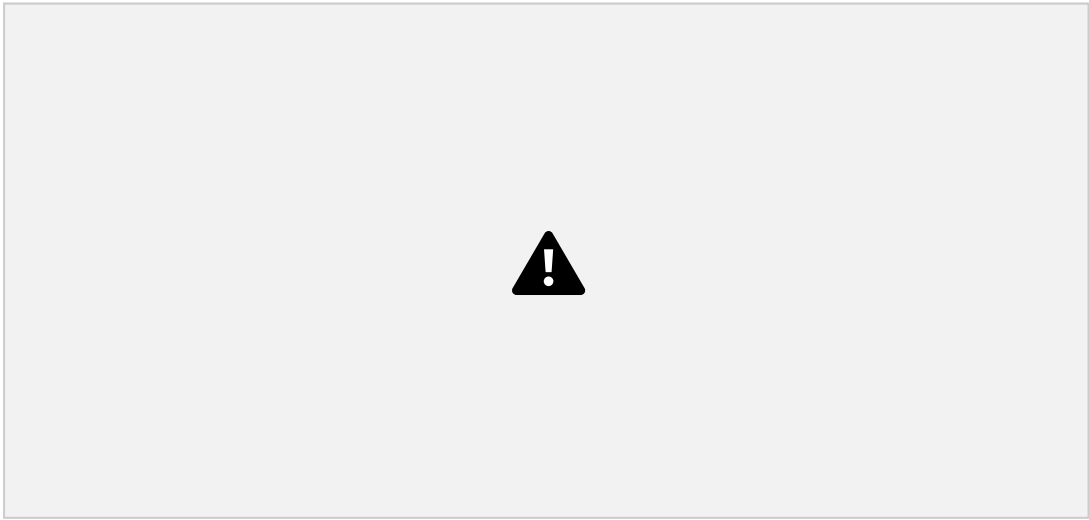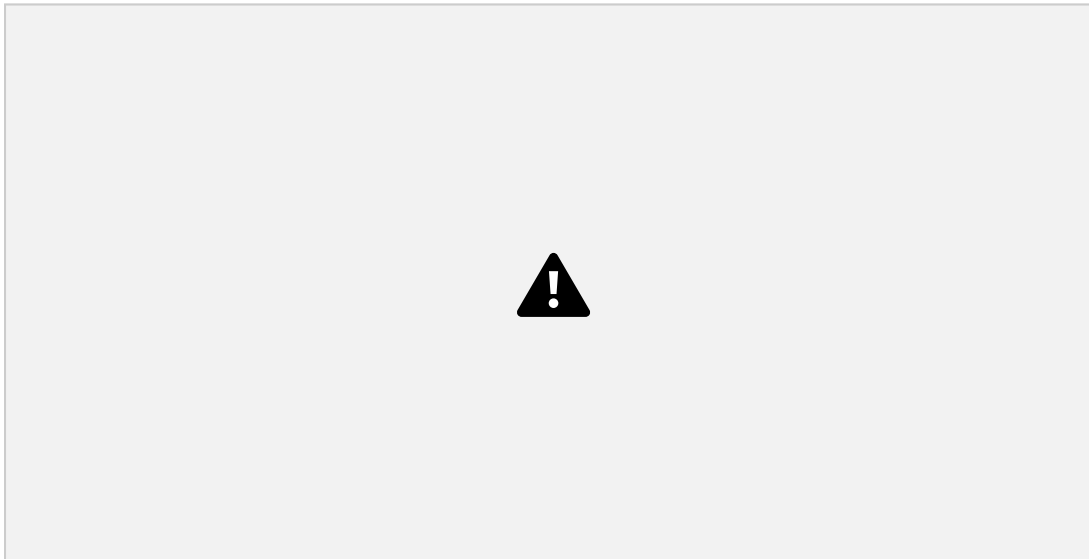PropTech Engagement Fund - Round 2 Survey screenshots – Quick Survey (edit mode)
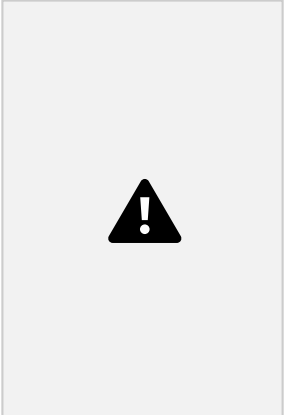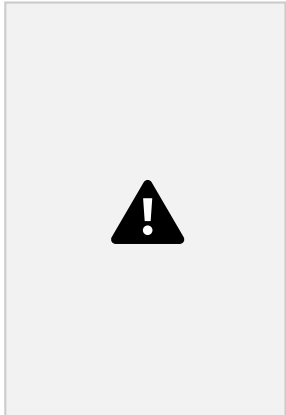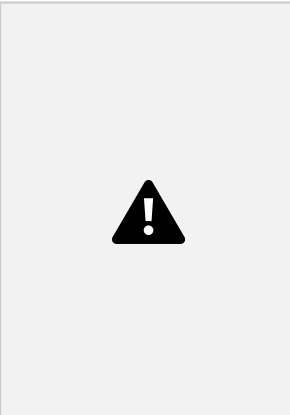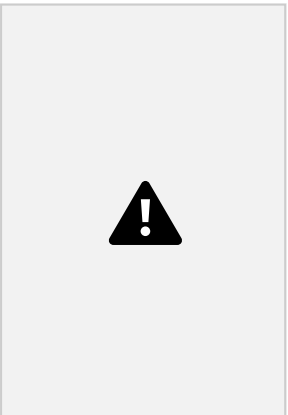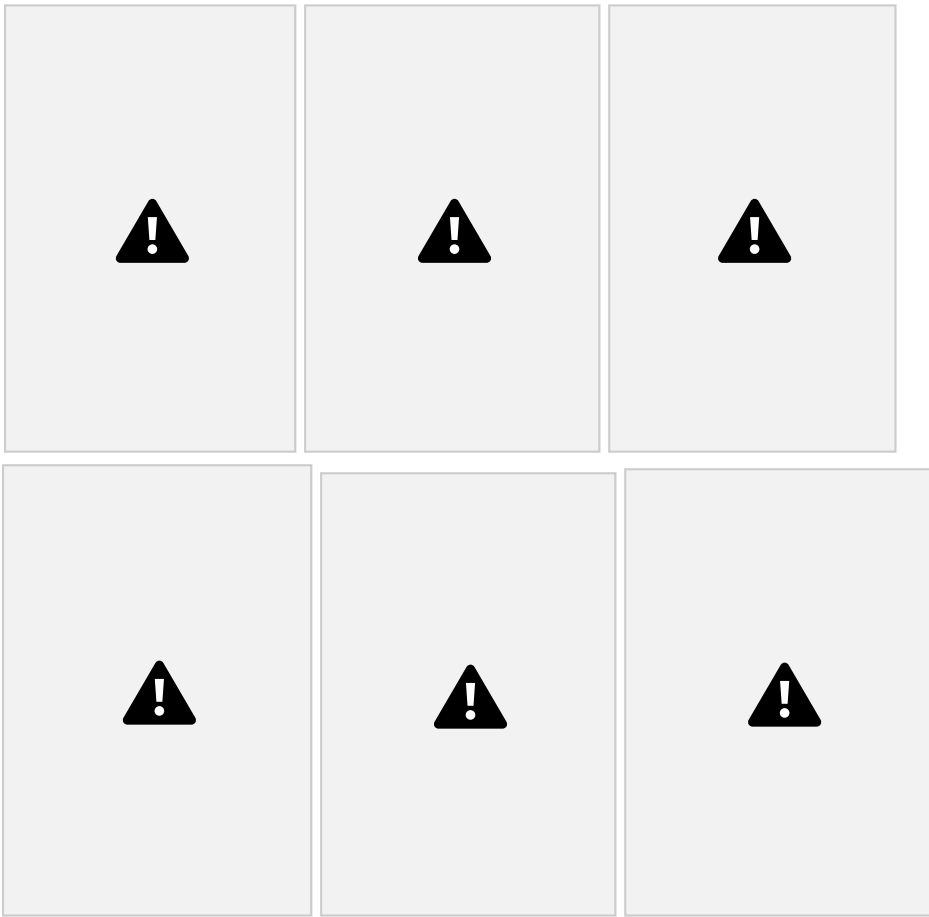
Survey screenshots – Add a comment on our map!

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Survey Screenshots -Map Survey Questions (edit mode)

Appendix B – Paper survey questionnaire

Take a quick survey!

*Your answers will be uploaded anonymously to https://pshwd.commonplace.is

Win a prize

All residents who complete this survey will have the opportunity to opt into our raffle prize for gift vouchers up to £100 in value. These can be spent across a range of dining, entertainment and experiences including venues throughout the South Hams, West Devon and Plymouth.

We will be emailing or writing to the winners of the raffle soon after the close of the consultation to confirm acceptance and postage details. The voucher provider will be responsible in full for the delivery of all services in relation to their product.

Would you like to be entered into our prize draw?

€ Yes	€ No	

Getting started

Firstly, we would like to do a temperature check on how you feel about facilities, services and shops available to you.

1. What area do you live in? Please refer to the village, town, or neighbourhood that describe it best.

2. How do you feel about the amount of facilities, services and open spaces you can travel to from where you live?

Please circle the option that best applies to you…

Unhappy Dissatisfied Neutral Satisfied Happy

3. Thinking of where you live, which of the following phrases apply?

Please tick one or more of the following boxes…

€ I can travel to the facilities I need.	€ It is not easy to travel to all of the facilities I need.
€ I feel safe to walk or travel by wheelchair to local facilities and shops.	€ I do not feel safe to travel by wheelchair to local facilities and shops.
€ I feel safe to walk or travel by wheelchair at night.	€ I do not feel safe to walk or travel by wheelchair at night.
€ I can access good quality parks and green spaces easily when I want to.	€ I cannot access good quality parks and green spaces easily when I want to.
€ I can easily catch the bus when I want to.	€ It is difficult to catch the bus when I want to.

€ I feel comfortable to cycle when I want to.	€ I do not feel comfortable to cycle if I want to.
€ There is enough space to play sports and to exercise.	€ There is not enough space to play sports and to exercise.

Something else? Please tell us in the box below...

4. Are there any particular services or facilities which you feel you cannot access easily from where you live?

Please tell us in the box below…

⚠
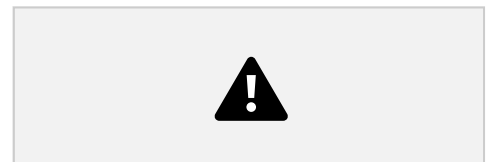
Shopping and online services

Our shopping and work habits have been changing rapidly over the last few years. Next we would like to know about your use of online and in-person services to help inform our thinking on how our physical spaces might change in future.

5. On a scale from 1 to 5, how often do you use online services (including online shopping)?
Please circle one option…

⚠

Never Rarely Sometimes Quite a lot All the time

6. Which online services do you like using?
Please tick one or more of the following boxes…

€ GP or other healthcare appointments	€ Food shopping
€ Work from home	€ Clothes shopping
€ School, college or other e-learning	€ Other shopping
€ I do not use online services	

7. Where do you prefer to do your food shopping?

Please tick one or more of the following boxes…

€ Supermarket chain	€ Farm shop
€ Green grocer	€ Market
€ Corner shop	€ I do not do the food shopping

8. How do you get there?

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Please tick one of the following boxes…

€ Walk	€ Cycle
€ Bus and walk	€ Car
€ Taxi	€ Online (delivered)
€ I do not do the food shopping	

9. How many times a week do you usually shop?

Please circle one option…

10. Do you have any other comments about shopping in your area?
Please write them in the box below…

⚠️

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Planning for future change (optional)

We would like to know about local places you like and you feel we can learn from when building new places or specific existing places you would like to see change in the next five to ten years through the Joint Local Plan or other plans.

11. Is there a specific place you would like to tell us about? This could be a park, building or street where you go to socialise, go shopping, play sport, go walking or cycling, relax, or go on a day trip to…

12. What is this place currently used for?
Please tell us in the box below…

13. How do you usually get here?

Please tick one of the following boxes…

€ Walk	€ Bus and walk	€ Taxi
€ Car	€ Bicycle	€ Train €

14. How does this place make you feel?

Unhappy Dissatisfied Neutral Satisfied Happy

15. What is it that you like or do not like about this place?

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Please tell us in the box below…

16. Imagine this place in five to ten years, what has changed, if anything?

Please tell us in the box below…

17. Do you have any other comments about this place?

Please tell us in the box below…

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About you

To understand more about our residents' needs, including whether there are recurring needs in certain locations or affecting particular groups of the population we would like to know more about you. This information will not be shown publicly but will help inform our publication on findings across the Joint Local Plan Area.

What is your postcode?

What is your age group?

Please tick a box…

€ 13-15	€ 16-24	€ 25-34	€ 45-54	€ 55-64

€ 65-74	€ 75-84	€ 85 or over	€ Prefer not to say	

Have you previously taken part in a consultation about the Joint Local Plan? Please tick a box…

€ Yes	€ No	€ Not sure

How do you usually travel to work, school, college or university? Please tick a box…

€ Train	€ Bus	€ Walk	€ Taxi
€ Car	€ Cycle	€ Work from home	€ Other

If you ticked 'other', please state in the box below…

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Special category information

Special category data is more sensitive information which is subject to strict controls on use. Details of how we intend to use your personal data is attached at the back of this survey. Please feel free to not answer questions where you would prefer not to disclose this information.

What is your gender identity?
Please tick a box…

€ Male	€ Female	€ Prefer not to say
€ Non-binary	€ I use a different term	

If you selected 'I use a different term', let us know what it is in the box below…

What is your ethnicity?

Please tick the option that describes you…

€ White – English / Scottish / Welsh / Northern Irish / British

€ White - Irish

€ White - Gypsy or Irish Traveler

€ Mixed / Multiple ethnic groups - White and Black Caribbean

€ Mixed / Multiple ethnic groups - White and Black Caribbean

€ Mixed / Multiple ethnic groups - White and Asian

€ Asian / Asian British - Indian

€ Asian / Asian British - Pakistani

€ Asian / Asian British - Bangladeshi

€ Asian / Asian British - Chinese

€ Black / African / Caribbean / Black British - African

€ Black / African / Caribbean / Black British - Caribbean

€ Arab

€ Other ethnic group - please tick and state on the following page.

⚠

If you have ticked an 'other' category, please describe it in the box below…

Do you consider yourself as having a disability?

Please tick all that apply…

€ Yes - Visual impairment	€ Yes - Chronic illness
€ Yes - Hearing impairment	€ Yes - Learning difficulties
€ Yes - Speech impairment	€ Yes - Mental health condition
€ Yes - Physical/mobility impairment	€ Prefer not to say
€ Other	€ No

Preferences and email address
Please tick your preference for each option…

Comment replies

Occasionally team members may respond to comments. If they respond to yours, would you like to be notified and send an email sent through Commonplace?

€ Yes	€ No

Project updates

Team members post news and updates and this project. When they do, would you like to be notified by an email sent through Commonplace?

€ Yes	€ No

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Prize draw

All residents who complete the survey have the opportunity to be entered into a raffle prize for vouchers up to £100 towards a selection of attractions, meals and stays. Would you like to be entered into the prize draw?

€ Yes	€ No

Mailing list

Would you like to be part of the project team's mailing list so they can keep you updated and involved in future conversations about the Joint Local Plan directly?

€ Yes	€ No

New Commonplace in your area

Commonplace works with a lot of organisations to shape great places. If there is a new Commonplace in your arena would you like to receive and email to let you know?

€ Yes	€ No

Your email address:

Data protection

By commenting and providing their details, respondents agree with the terms of use which can be found here https//:www.commonplace.is/terms and privacy policy https//:www.commonplace.is/privacypolicy

Your comments will be uploaded and made public online at https://pshwd.commonplace.is. Please do not mention any personal details in your comments. Any personal information provided will not be shown and will be stored securely.

If you provide your email address you will be notified when your comment has been added.

PropTech Engagement Fund - Round 2 This data will be collected by representatives of Plymouth City Council, South Hams District Council and West Devon Borough Council. It will be kept securely by Commonplace and by the named councils.

Please tick to confirm approval:

Thank you for taking the time to complete this survey.
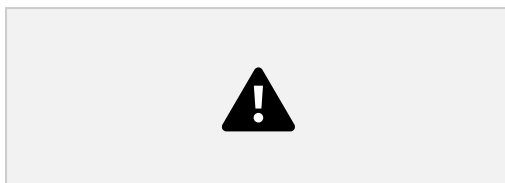
This appendix only includes materials and graphics prepared by Local Authorities. See Appendix M for Commonplace Social Media reporting.

Social media output
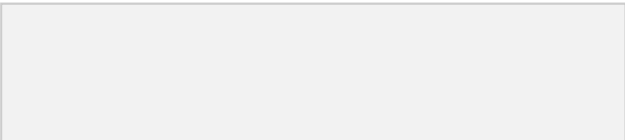
Example of banner, poster and business cards set up at a library drop in session

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Example of bus shelter adverts

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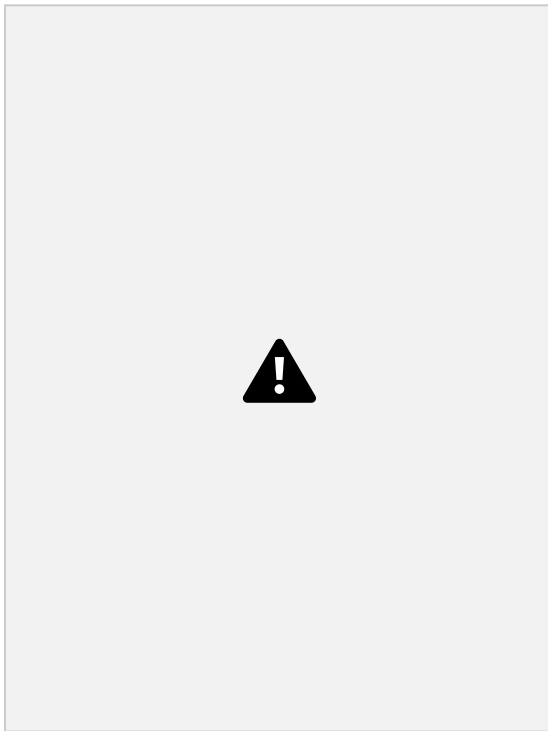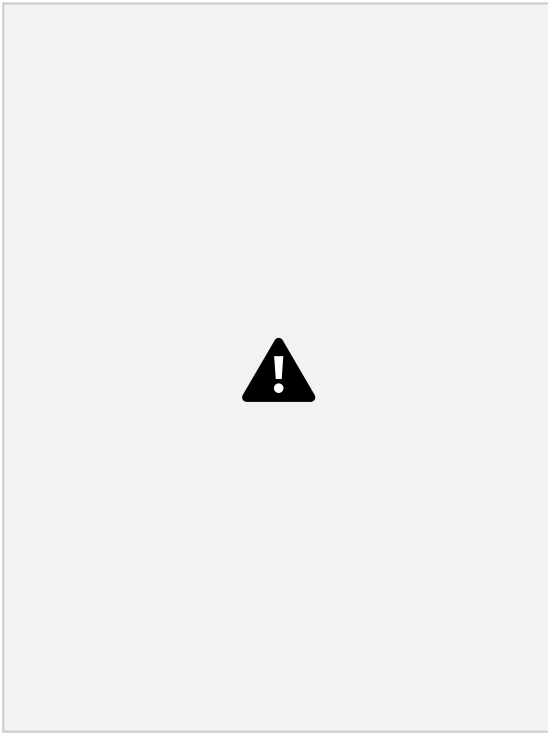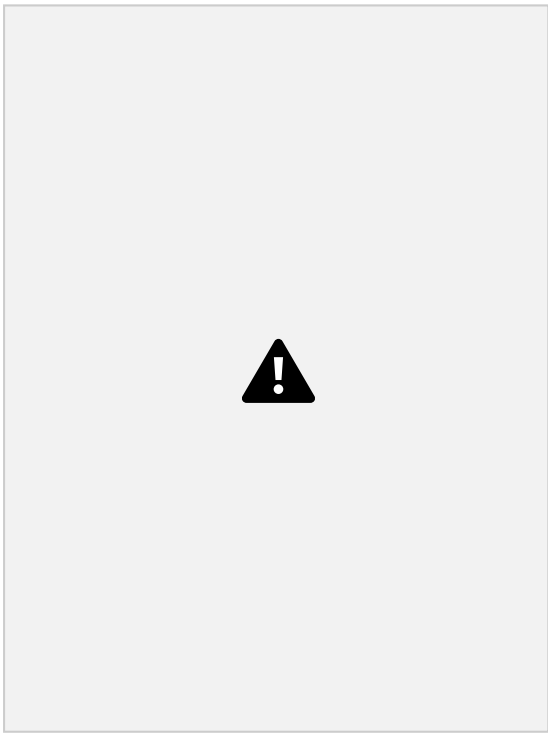
Appendix D – My Place, My Views site visits and conversion statistics

The below graphs are informed by direct data downloads from the Commonplace dashboard.

Total resident participation per delivery phase

The majority of participants took part in the first 14 days of the consultation, however the website had the most visitors after the launch of paid social advertising launch in phase 3.
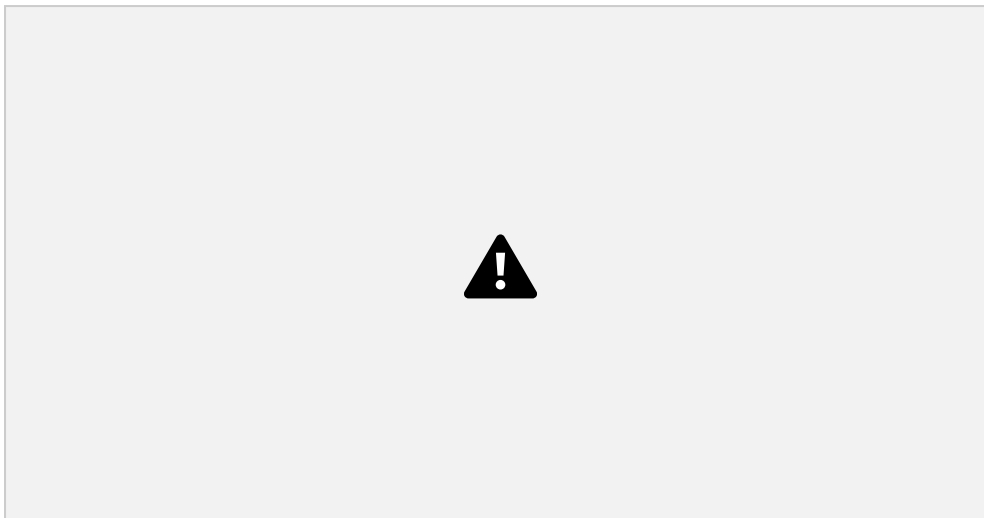
Average resident participation per day per project phase

Conversion rates per day emphasise the bookmarking of consultation participation at each side of the summer holidays which a known factor in the consultation strategy.
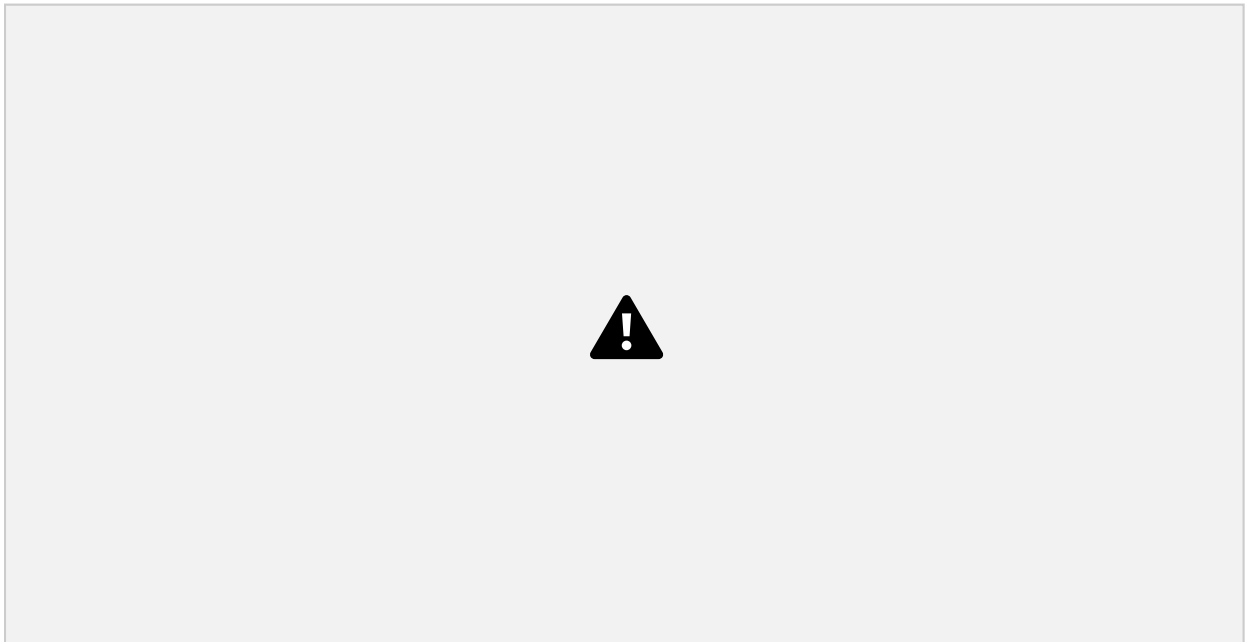
PropTech Engagement Fund - Round 2 Project site traffic per project
phase

Rises in site traffic were mostly associated with press release, project team updates
and social media campaigns. Of these, updates are targeted at encouraging further
participation from existing contributors so the least likely to generate new
respondents.
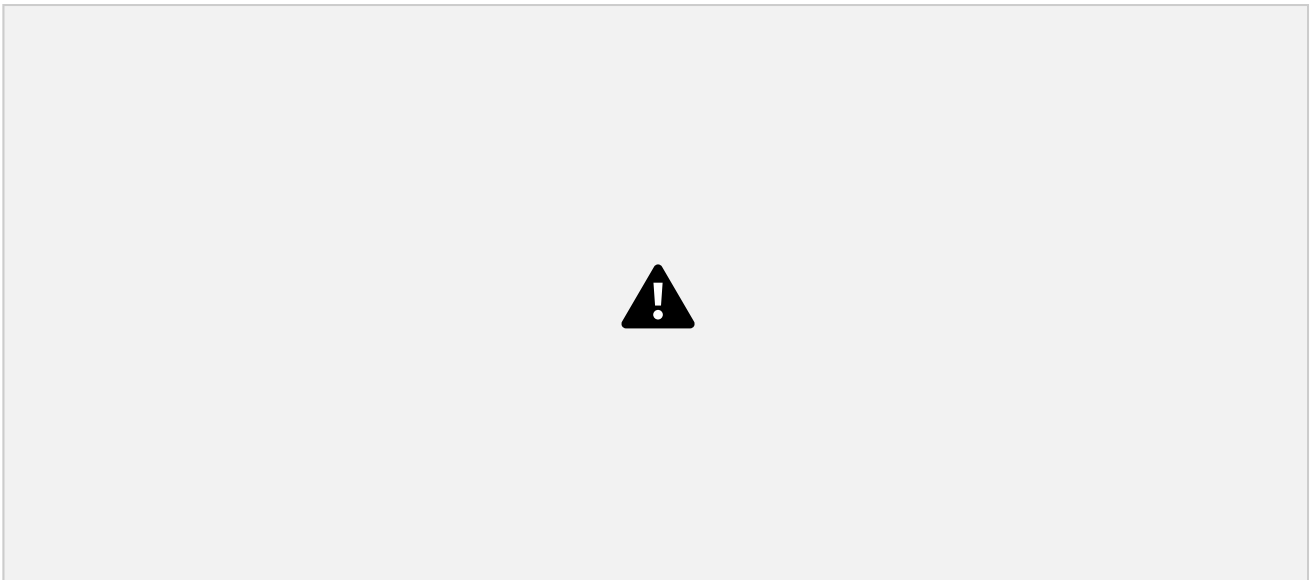
Sources of site traffic per project phase

The impact of Local Authority Campaigns can be clearly seen in the referral trend
lines supplemented by the email based monthly project updates. There was a clear
spike in activity once the paid social media campaign is launched on the 2nd of
September.
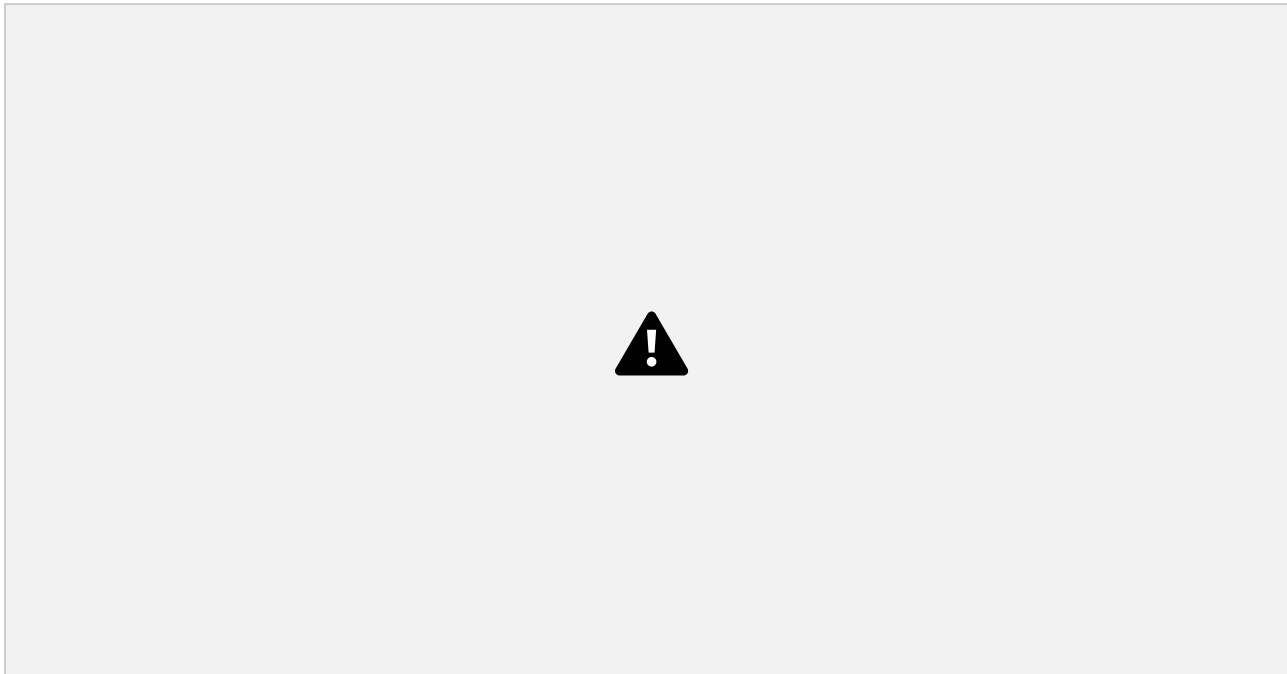
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Overall modes of site visit

Despite only running for the latter part of the project, paid social media attracted the most visitors to the consultation website.
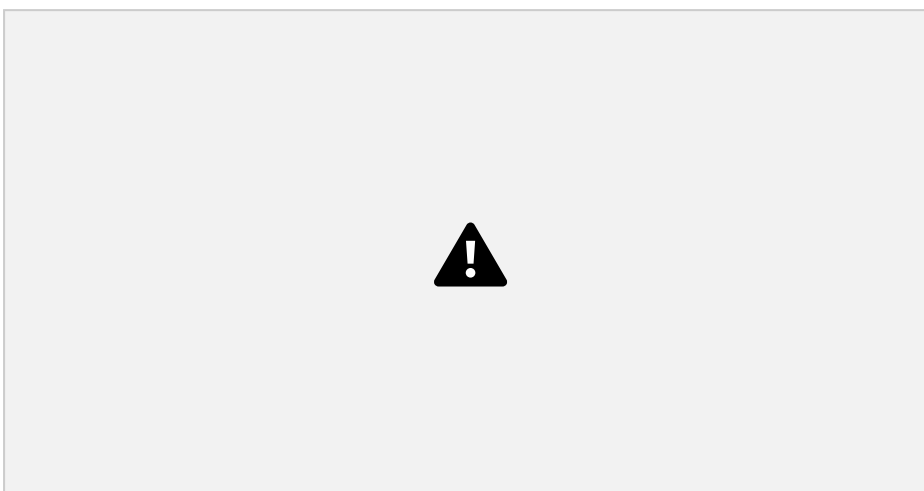
Overall conversion rates by mode of site visit

Despite generating high traffic and simplifying the language and format of the consultation, paid social media did not generate a high number of responses on the web page, with most responses being generated by other modes.
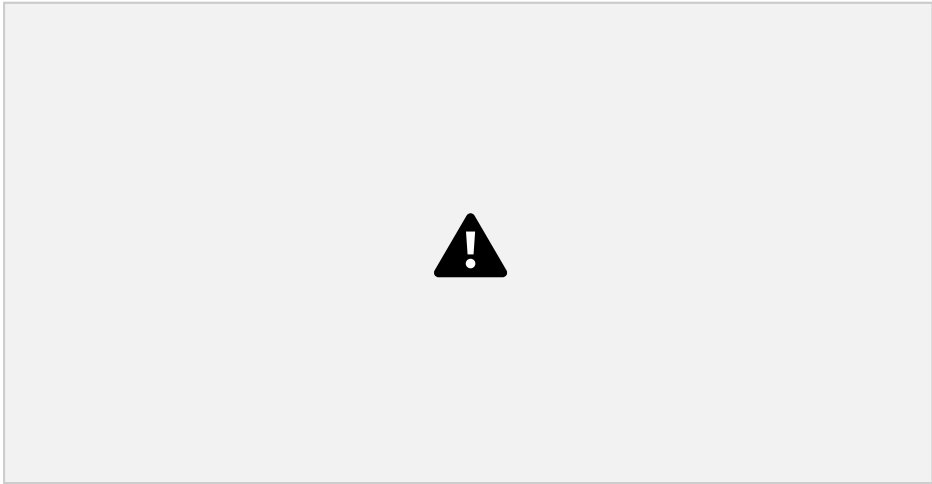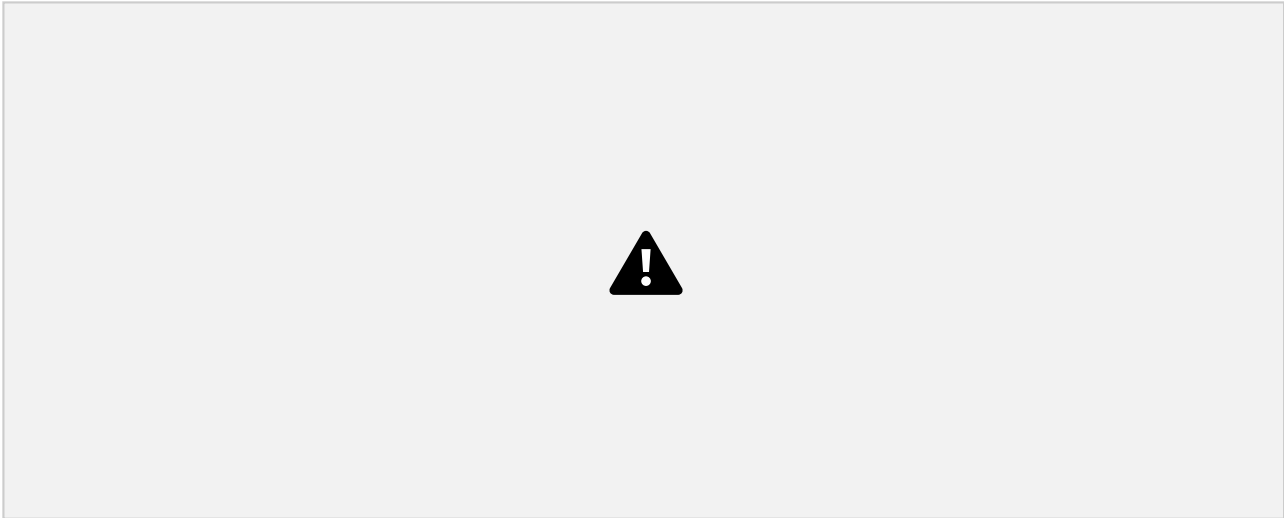
46

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Top sources of referral traffic[10]

The top sources of referral traffic reflect the Local Authorities mains communications channels, Gov Delivery and Facebook.

[10] Social media within referral traffic is counted separately to paid social media advertising.

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Appendix E – Baseline participation comparison per electoral ward

The top 16 areas for ward responses in previous consultations were locations with proposed site allocations. My Place, My Views did not re-engage all of these areas to the same extent, but did manage a wider geographic spread of views to what had been achieved previously.

PropTech Engagement Fund - Round 2   Appendix F –
Participation by area versus expected

The graphs in this section show the number of resident responses received in every authority area in comparison to:

1. How many responses we would expect if responses were split proportionate to population size in each local authority area; and

2. How many residents we would expect to see if we achieved our indicative target (1 in 300 response rate) used for the purpose of live monitoring and communications during the consultation derived from a 30% uplift to total Regulation 18 participation rates.

Population size was determined by the following sources for working participation targets during the consultation:

▪ Census 2021 first release for Local Authority usual resident population and age profiles.

▪ [Parish Population estimates for mid-2011 to mid-2020 based on best fitting output areas to parishes.](#)

▪ [Ward-level population estimates (experimental statistics) – 2021](#)

Participation by Local Authority Area versus expected

Plymouth was less represented than expected based on the overall number of responses received, meanwhile South Hams was represented by a higher number of residents than expected.
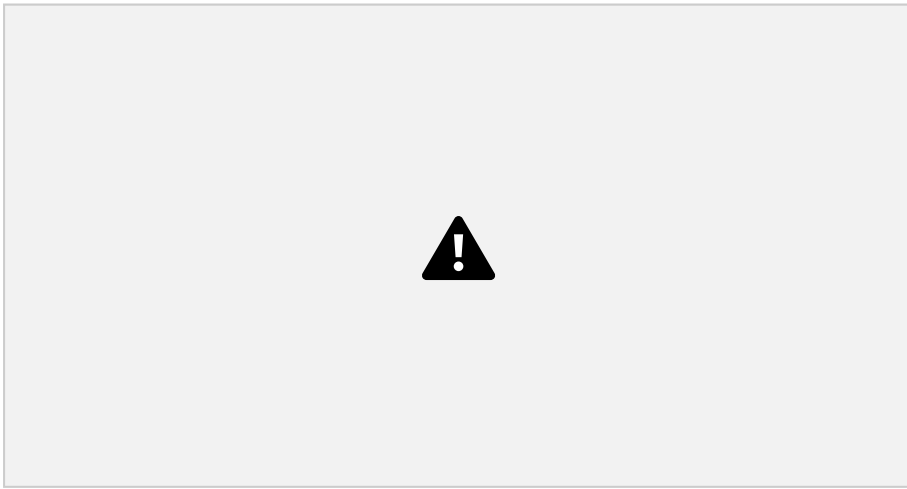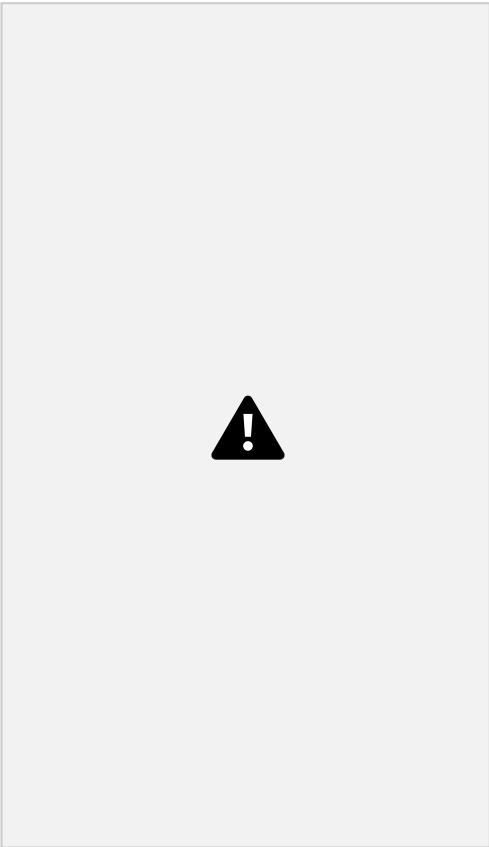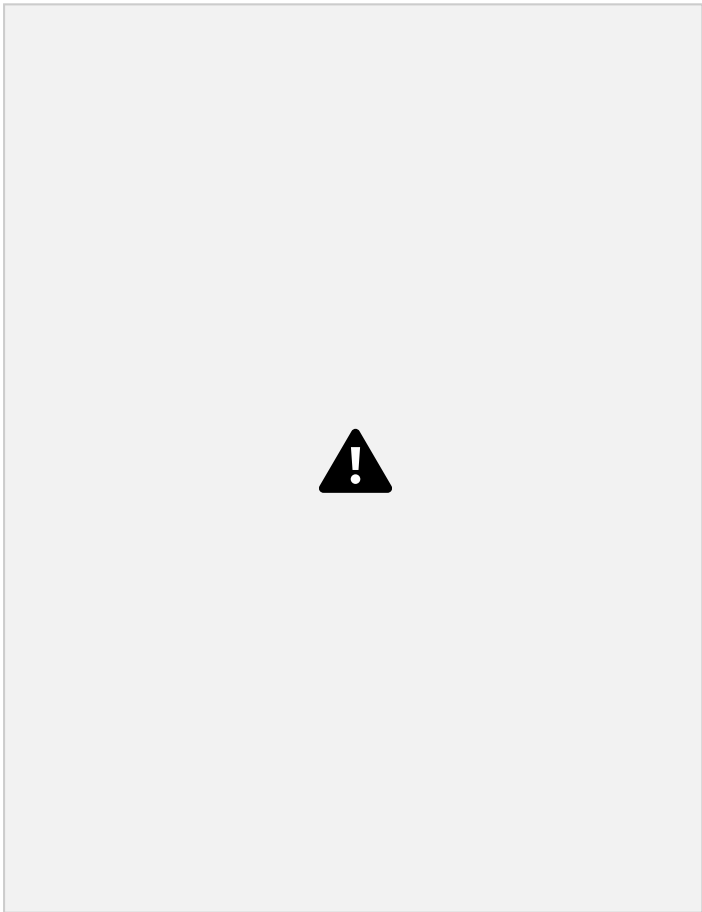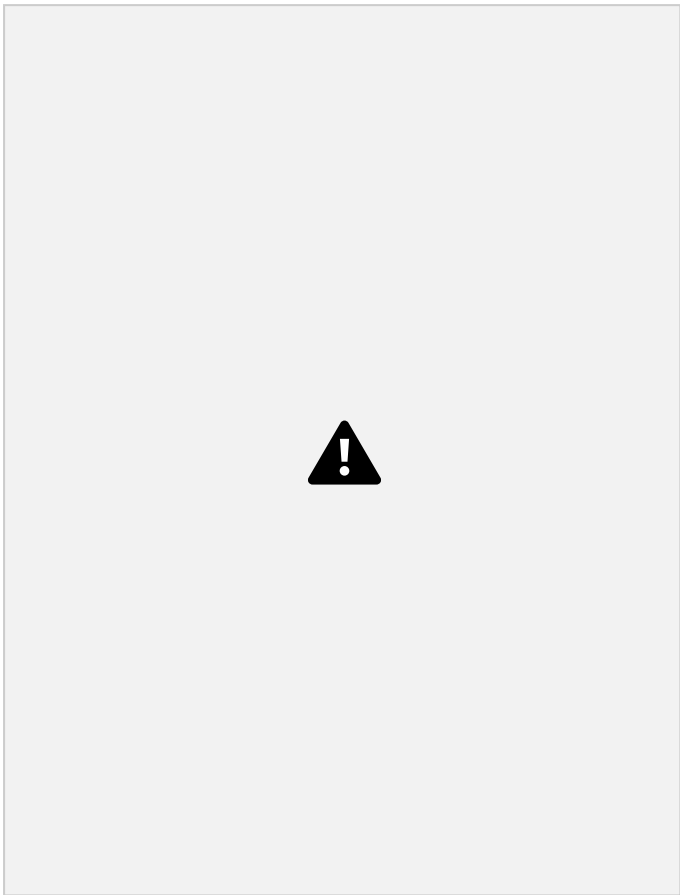
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Participation by ward vs target

Plymouth South Hams West Devon

50

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Age Profile of Respondents vs Expected (Proportional to population)

Generally populations over 45 were over represented during My Place My Views and those under 35 or over 85 were under represented. Under representation was most prevalent at each end of the age spectrum with young adults below the age of 24 and ages 85 and over having very significantly lower representation in the survey versus local authority population
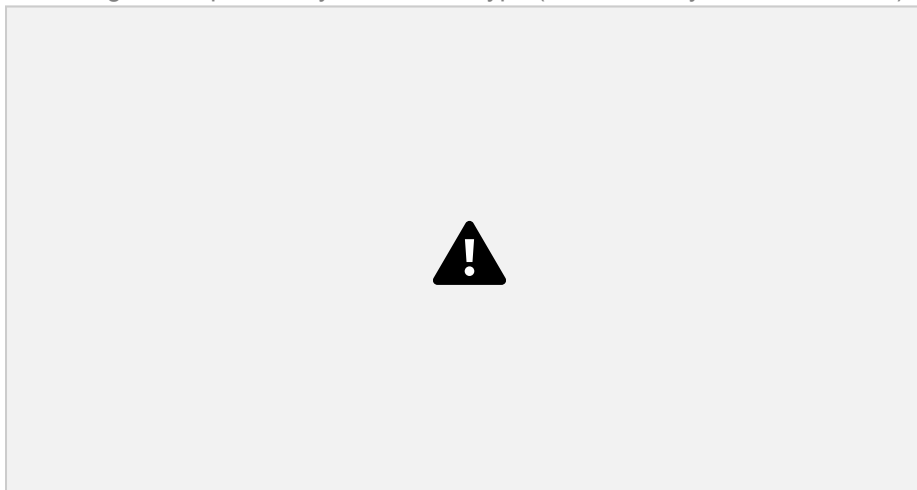
age profiles.

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Appendix G – Format of responses by consultation

Percentage of responses by submission type (online survey, email and letter)

Previous consultations total comments by submission type[11]

Consultation	Total comments	Email	%	Letter	%	Web (portal)	%
Reg18 (At Plymouth) Area Visions (July August 2016)	19	7	36.84	0	0	12	63.16

Reg18 (At Plymouth) (July August 2016)	1879	1182	62.91	545	29	148	7.88
Reg18 SHWD TTV (July August 2016)	1123	652	58.06	255	22.71	214	19.06
Reg18 Topic Paper (November 2016)	43	21	48.84	4	9.3	18	41.86
Reg18 Extra Sites (November 2016)	254	168	66.14	32	12.6	54	21.26
Reg19 JLP (March-April 2017)	2439	1508	61.83	429	17.59	500	20.5
Reg19 Additional docs (March-April 2017)	39	20	51.28	0	0	19	48.72

[11] Numbers reflect the total number of question comments rathe   2

Appendix H – Benchmarking tool

Cadence 360 allows officers to see sentiment received on a map alongside traditional and specialised overlays without the need for a GIS specialist. Data downloaded from Commonplace can allow the creation of simple overlays for live analysis and map publications for different topics. For example in the survey we have considered sentiment towards pedestrian safety, access to open space and access to retail with layers.

Screenshot – Resident sentiment towards accessing facilities and services where they live
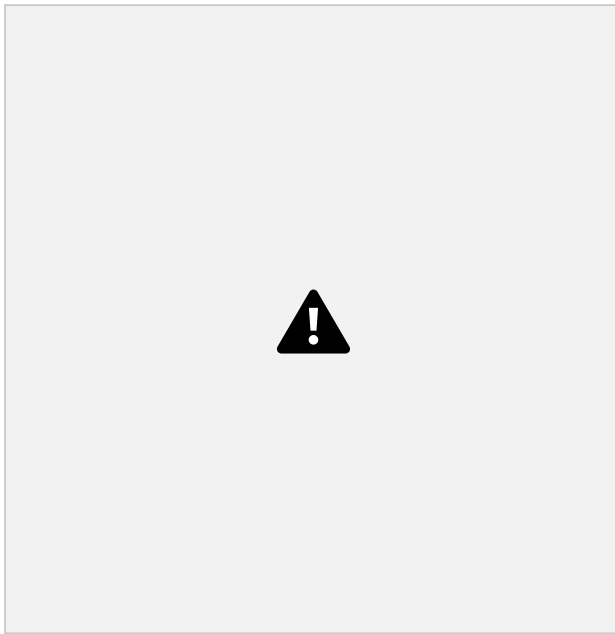
Screenshot - Zooming in with Ward overlay

Seeing data on a map allows us to understand and communicate representation and sentiment patterns easily.
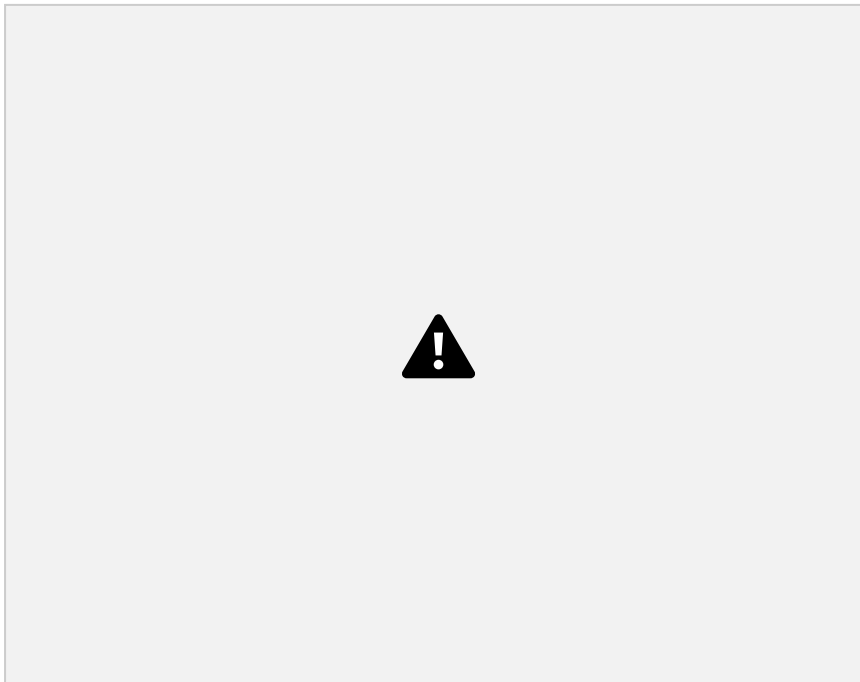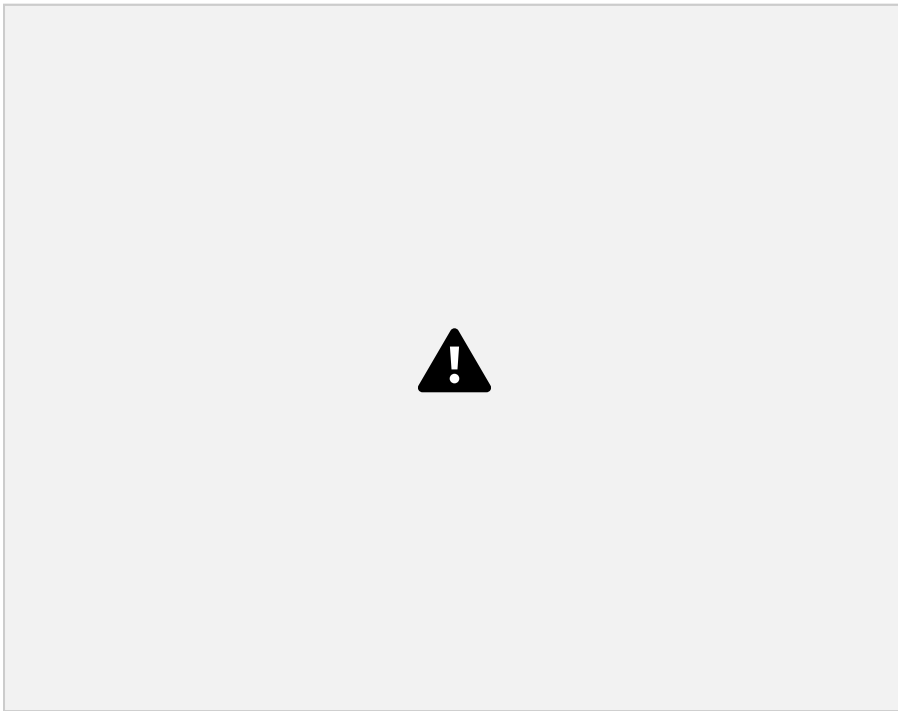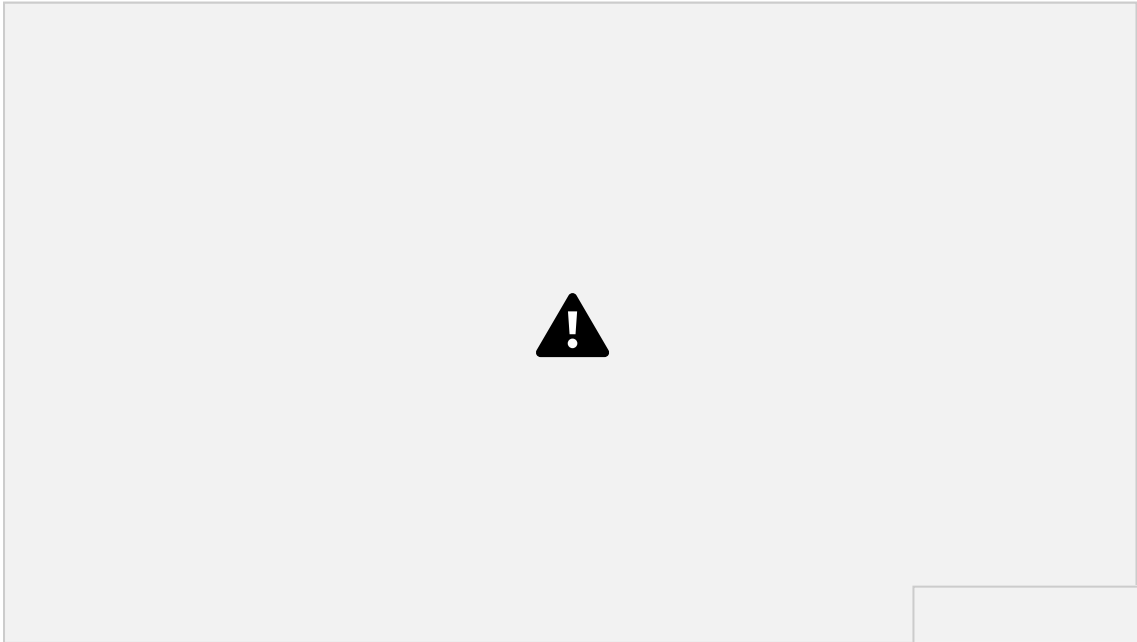
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areas of deprivation 2019

Screenshot – sentiment against

Screenshot – sentiment against accessibility heat map analysis

The example below shows a 20 minute neighbourhood accessibility assessment with consideration of GPs, schools, pharmacies, dentists, parks and gardens, libraries, religious meeting places and high street uses. Combined analysis means the heatmap can show areas which could fulfil a 20 minute neighbourhood using the chosen facilities and services theoretically and what facilities are absent. The consultation overlay then provides local intelligence on the views on service and barriers to accessibility locally based on the data set being used (the question which has been asked in the consultation).

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Screenshot – sentiment against accessibility heat map analysis in rural areas

The example below shows the same exercise for Totnes its surrounding wards. Initial indication is that broad sentiment as shown is generally positive at the highest level but then varies when sub categorised by each tag used when residents told us about their neighbourhoods. This approach allows residents to log qualitative issues which will be relevant to future considerations around development and infrastructure provision as we begin to scope potential future work for review of the JLP in 2024.

Appendix I – Engagement platform provider bid brief

Project Background

The Plymouth and South West Devon Joint Local Plan (JLP) is the primary Development Plan document for Plymouth, South Hams and West Devon authorities. The JLP is therefore the primarydocument for planning decisions in all three authority areas alongside adopted neighbourhood plans.

The JLP was adopted in 2019 and we are currently monitoring the success of early stage implementation of its policies. We are also in the first stages of preparing for a potential review ofthe plan in 2024. The review would focus on elements of the plan which may need to be updated due to changes in local and national circumstances since adoption.

As part of the initial process we are working with our appointed digital partner, City Science, to consider how we embed a different approach to the way we consult for the plan review as well ashow we can improve the we collect evidence and use GIS mapping and analysis tools to better understand and communicate complex strategic planning topics.

The PropTech Fund Project

The PropTech Funding is therefore being used to deliver initial steps towards three JLP workstreams:

   a) Trial new ways of engaging residents within the Joint Local Plan Area (see figure 1) topotentially engage a wider group or residents through the use of digital tools.
   b) Improve the way we use mapping and GIS analysis to support the way we analyse, communicate and monitor policy outcomes and better integrate consultation data.

c) Improve the way we record, manage and share data across the three Joint Local PlanAuthorities to increase efficiency of data sharing for the Joint Local Plan.

The consultation topic for our Proptech Project work is the evolution of our understanding of existing settlements and neighbourhoods in the plan area post Covid-19. Specifically, to better understand how JLP assumptions on what forms a sustainable place marry to the realism of people's everyday lives. For us this means gaining more evidence on how easily people feel they can access local facilities and services, why they choose the facilities they do, and how they choose to get there (or access them online where appropriate).

This topic has been chosen due to the existing priorities for our dedicated JLP team (the client teamfor the project) which is made up of members of Plymouth County Council, South Hams and West Devon Councils who are seconded to work on strategic matters in relation to the JLP on a full time basis.

The focus of this appointment would be to take the lead role in delivering the engagement exerciseworking together with our communications team and JLP representatives. Our keys outcomes for engagement are to:

a) Briefly establish a repeatable narrative for a potential plan review for context and the understanding that all feedback could help shape future policy direction as part of a long termiterative process;

b) Begin an iterative feedback loop for a potential future JLP review; c) Provide data on the locations where people favour to go for different activities in relation towhere they live.

d) Provide data intelligence about how people travel and the way people feel about their journeys;

e) Provide data intelligence about resident's perception about service and community provision intheir areas including availability of online services. f) Analyse engagement uptake and the success of different methods and ways of working to helpinform our long term strategy for the Joint Local Plan over the next few years.

We would expect you to work closely with our communications and JLP team to help refine our engagement narrative, questions and user research. We understand the need for and welcome advice on different approaches.

 The engagement outcomes will help inform GIS analysis which will be undertaken separately on theaccessibility of community facilities and services by travel mode. Our interpretation of community facilities is listed in an attachment to this email.

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Fig 1. Indicative stages of the PropTech Project and Public Engagement

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What will we do with the information collected?

We will share our analysis outcomes with other teams within our councils and other public bodiesand service providers (County Council, NHS CCG and community groups to facilitate discussions around the quality, location and structure of existing and future infrastructure provision).

If we have a strong response, we will also use analysis of findings to help inform policy making in the future. Any analysis we complete will be made available to the

public so we can continue to work together as local services and facilities evolve over time, this includes working with Neighbourhood planning groups.

It is the intention that we will revisit the results of the consultation throughout later consultation phases informing any future Joint Local Plan Review.

Reporting to DLUHC and Project Timescales

We have tasked by DLUHC to complete the consultation and reporting by the end of September.The suggestions from DLUHC on the potential elements they wish reporting on include:

- Analysis of people engaged through digital platforms/engagement outreach: ○ Type of people who engage (different demographic and locations) ○ Breakdown of age, gender, socio-economic status and location ○ Segmentation – ability to ask people to identify how they relate to an area/project(eg local resident, business owner, commuter etc)
- Analysis of how this compares to traditional methods and results ○ Engagement, feedback/insight results
    ○ Time, cost and resource savings/ efficiencies
- Quantity and Quality of people who sign up for ongoing planning/project alerts · % of neutral/positive community sentiment which is identified/generated, where applicableand the tech allows for this.
- Where applicable, number of people who re-engage for multiple phased projects.
- Where and how the approach to digital can inform the community on trade offs (and case studies/ examples of platforms to design and approach to engagement demonstrating this)
    - Where and how the planning system can work more efficiently and effectively.

It will be the expectation that you would work with our communications and project management teams toinput into our reporting to DHLUC on Proptech Project.

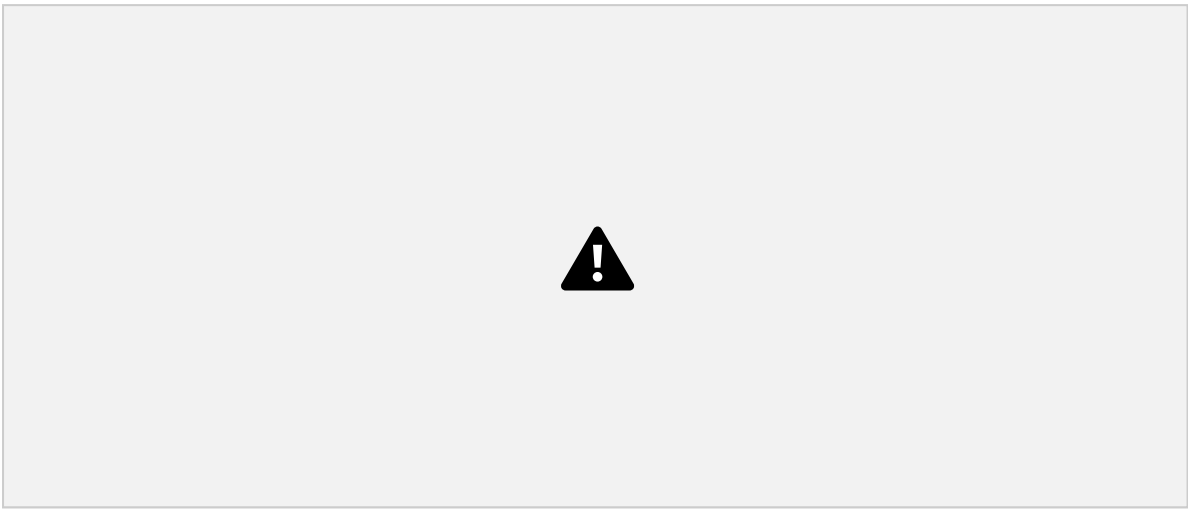The current timescales for the project are shown in Fig.3.

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Fig3. Project Timescales

As part of this invite we welcome your suggestions on whether, due to the nature and timing of the consultation, this process should run for a longer time period and whether the required reporting toDLUHC being an interim activity.

Project Team

To assist the wider delivery of the project, we have a dedicated team structure in place. In your roleyou will be expected to work closely with the JLP team representatives (Joanna Lee and Ed Mannings), the communications team (team lead - Jessica Vaughn), Data Scientist (Tim Binding) and our digital partner, City Science.
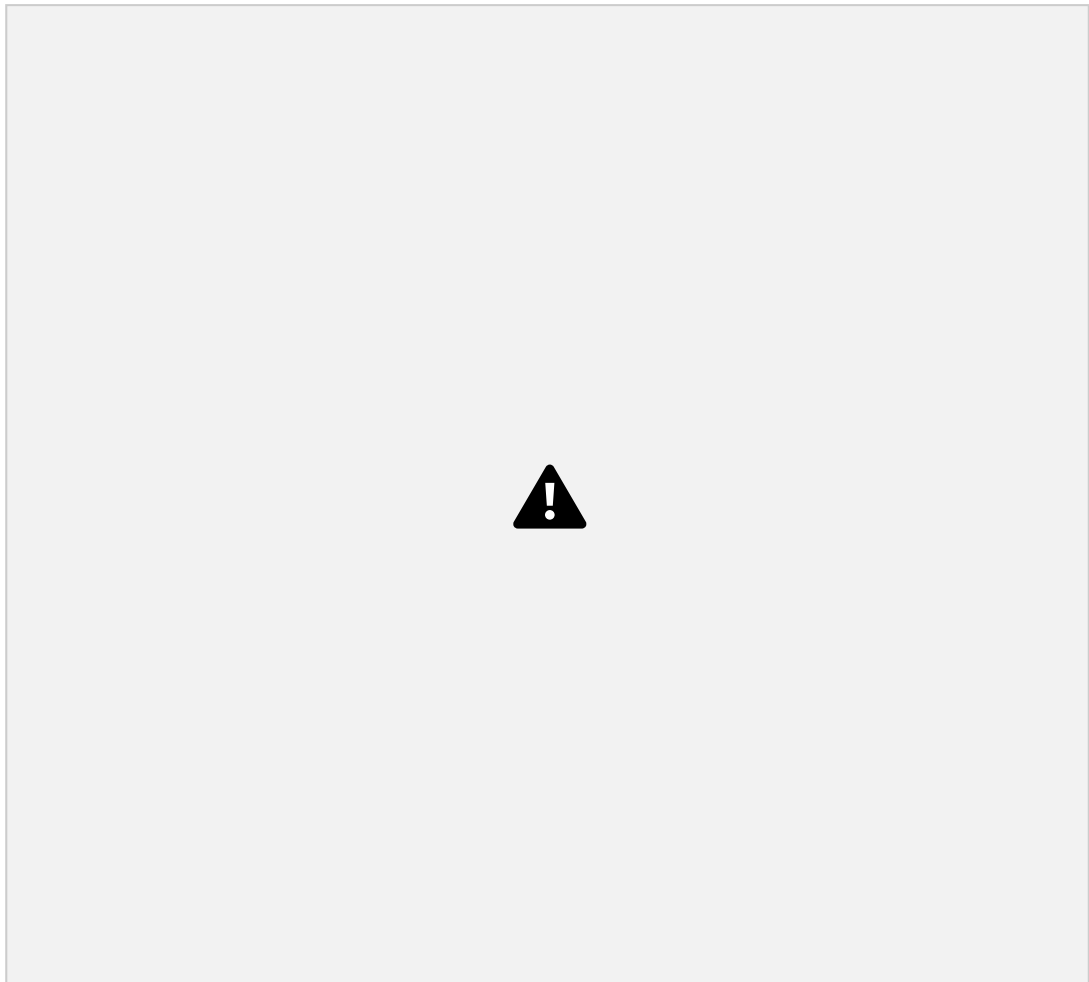
Fig 4. Project Delivery Team Structure

Proposal Questions

Please include the answers to the following questions within your proposals although please feelfree to include further information. We arrange a call to discuss.

a) Please outline how you would lead the delivery of the engagement element of the project including a programme of works, including recommended length of the engagement activity(currently six weeks late July)? Please provide options for more intensive and less intensive support and detail the differences in roles and responsibilities involved.

b) Please outline the critical tasks or input which you would require officers to either support or fully undertake to successfully deliver the engagement element of the project across thewhole JLP area?

c) Please confirm whether you offer services to support offline or hybrid consultation and whether responses collected through traditional methods (e.g email responses or PDF letters) can be uploaded to the platform? If so how can this be done currently or in future?

d) Please outline how your existing dashboard functions can support fulfilling reporting requirements of DLUCH (section 4) and whether you have further

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suggestions for potentialmeasures of engagement success, using examples where possible.

e) Please describe how you would lead promotion of engagement activities through socialmedia.

f) Please outline whether your platform will or currently can display consultation responses ona map and how responses can be segmented?

g) Please confirm that you have the resource to manage the platform should it be required (asa pricing option).

h) Please outline how you could support the upskilling of our internal communications team to use the platform and the capabilities you would expect them to have at the end of the project if theplatform was reused?

i) Please outline how the engagement platform can be adapted while live to maximise participation based on user experiences.

j) Please confirm how data can be exported and/or analysis in this consultation reused infuture consultations and analysis as part of an iterative internal reporting and public feedback loops?

Fees and Services

Please provide a specification, including tasks and actions and costs in order to deliver the project with options for different levels of service support based on this document and our previous discussions.

Please separately outline your pricing model for consideration of potential longer time partnershipfor the Joint Local Plan, what would be included with different options and any limitations associated with licensing (e.g. number of uses per annum).

We understand that population is used to help inform the basis of your quotation. The population ofSouth Hams, West Devon and Plymouth is currently estimated at 406,924 (Plymouth=262,839, SHDC=87946, WDBC=56,139).

We look forward to receiving your proposal.

Appendix M – Commonplace Social Media Campaign Report

SOCIAL MEDIA CAMPAIGN REPORT

West Devon, south Hams, Plymouth proptech

October 2022

Performance update from

phase 1

For phase one we did two simple stages, one regarding the launch of the consultation and the two surveys which

the local population can answer. We had a **total of 56 contributions come in with a CTR of 2.2%,** which

brought in 26% of the respondents for phase 1. Due to the stop start process of this social promotion campaign

(spc) due to the death of HMQ and the mourning period which took place we saw an increase in media

advertising which increased the spend of cost per contribution to £26.78. However, this isn't as expensive as it

could be due to the geographical span the social campaign. By targeting a large population of around 318,200 -

374,400 people we were able to get **260,605 impressions in one month (which is 69% of the targeted**

group). As well as this the spc brought in 50% of the visitors which visited the whole consultation (5,439 LPV).

The spc was the most effective way of getting reach for this consultation, which is recorded on the dashboard of
the website. Addition to this, we were able to target young audiences under the ages of 50. Between the ages of
18 to 24 (9% being men and 17% being women) and 25-34 (8% men and 20% women) which was one of our targets when launching the spc for phase 1.
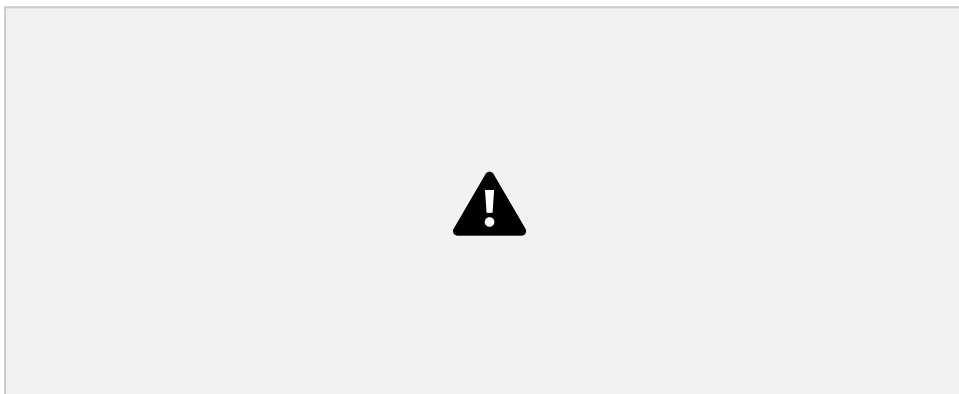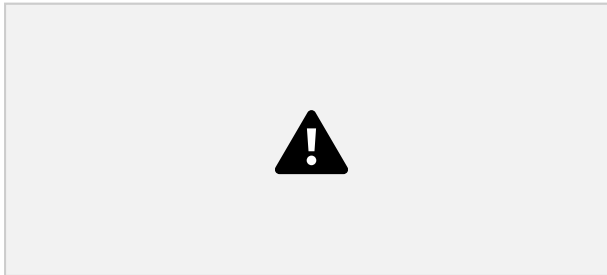
Weekly review (10/10/2022)
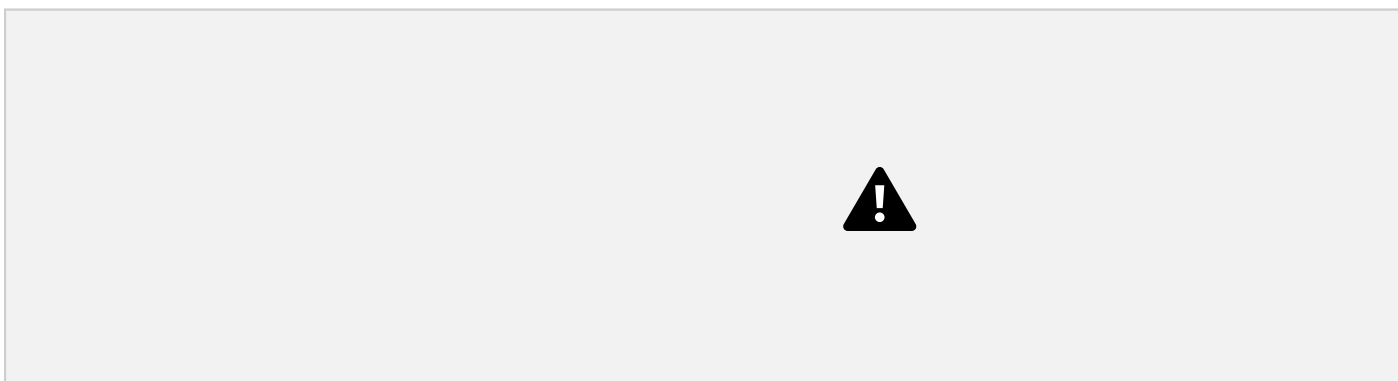
In the last few weeks of the consultation we can see that there has been a drop in CTR and increase in cost per contribution. This fluctuation in metrics is to be expected due to the broad geographical location we are targeting. What is good to see is the constant flow of contributions. In the last few weeks of the consultation we have launched two new creatives which informs respondents and unique visitors of what we have seen in responses. This is helpful in any consultation as we are looping back to those who would of been part of the consultation at the beginning.

Commonplace has requested that the POC's use the news feed on the website to inform subscribers of the closing date and what data has been collected already.

Performance Summary for mid way -

⚠️

For the start of phase one we did two simple creatives for the the map survey and the quick simple survey. In the first two weeks of the consultation we had a total of 11 contributions with a conversion rate of 2% and a cost per landing page view of £0.15. We can see that during this period we had a total of over 700 landing page views and clicks. We had a short period of pause due to HMQ mourning which you can see in column of "Year Week" (between 2022-36 and 2022-38) which did cause a drop in conversion and increase of ad spend when launched again.

Due to the statistics shown, Commonplace has suggested to change the creatives to update visitors in how the consultation is doing, as well as promoting the £100 gift card. We hope that this will then create an influx of contributions and reduction in the CPA.

Phase 1: Captions & Creatives

● We want to hear your views! Take 5 minutes to tell us about your area, help shape our future plans and have the chance to win up to £100 in vouchers towards eating out, being entertained, or going on unique adventures at destinations throughout England, including Plymouth, South Hams and West Devon."

● Be part of the conversation about your neighbourhood. We want to hear how people use their local spaces and places to help us shape the future over the next decade through the Joint Local Plan. Click on the link below and navigate around your neighbourhood to have your say and be in with a chance of winning a £100 gift voucher.

● Help shape the area you live! Answer a quick survey about your local area to highlight how change is affecting the way you and your community use local services so that we can work better together on future plans! Have your say and opt into our raffle prize for gift vouchers up to £100 in value.

● Be part of the conversation with Plymouth City Council, South Hams District Council and West Devon Borough Council. We want to hear how people use their local spaces and places to help us shape the future over the next decade through the Joint Local Plan.

● How do you feel about the amount of services and facilities available in your local area? We want to hear your thoughts! Understanding what local communities think about the environment they live in will help councils shape the future over the next decade through the Joint Local Plan. Click on the link below and opt into our raffle prize for gift vouchers up to £100 in value!

Phase 1:

Phase 2: Captions & Creatives

Use My Place My Views to tell us about your experiences, find out what other people have been saying about your area, and have the opportunity to win £100 in gift vouchers. Access the survey at https://pshwd.commonplace.is/. Survey closes 17th October."

Terminology

Social Promotions

More info on the key metrics:

Reach: the number of users who have come across and see the ads on Facebook and Instagram.

Impressions: the number of times your content is displayed, whether it was clicked or not.

Frequency: the number of times a single user has been shown an ad

Conversion Rate: the percentage of visitors coming from the ads that added either a comment or an agreement on Commonplace **Landing Page Visits:** the number of people who visited the website from the ads.

Contributions: the number of comments and agreements made on Commonplace by users who saw and engaged with the ads **Cost-Per-Contribution (CPCo):** the average amount of money spent for each contribution.

Cost-Per-Landing Page Visit (CPLPV): the average amount of money spent for each visitor.

Click-Through Rate (CTR): the percentage of people who saw an ad and performed a link click.